



REGIONAL COMMUNITY-BASED ECOTOURISM DEVELOPMENT STRATEGY IN QUANG NAM & THUA THIEN HUE, 2019-2023

USAID GREEN ANNAMITES

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DISCLAIMER

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ACRONYMS AND ABBREVIATIONS

AMDI	Asian Management and Development Institute
CBET	Community-based Ecotourism
CBT	Community-based Tourism
DCST	Department of Culture, Sports and Tourism
DCST	Department of Culture, Sports and Tourism
DPI	Department of Planning and Investment
FAM	Familiarization
GDP	Gross Domestic Product
ITDR	Institute of Tourism Development and Research
IUCN	International Union for Conservation of Nature
M&E	Monitoring & Evaluation
NGO	Non-Governmental Organization
NP	National Park
NR	Nature Reserve
PA	Protected Area
PAMB	Protected Area Management Board
PPC	Provincial People's Committee
REDP	Regional Ecotourism Development Plan
SEDP	Socio-Economic Development Plan
SME	Small & Medium Enterprises
SWOT	Strengths, Weaknesses, Opportunities and Threats (Analysis)
UNESCO	United Nations Educational, Scientific and Cultural Organization
USAID	United States Agency for International Development
VNAT	Vietnam National Administration of Tourism
WTO	World Tourism Organization
WWF	World Wide Fund for Nature

LIST OF EXHIBITS

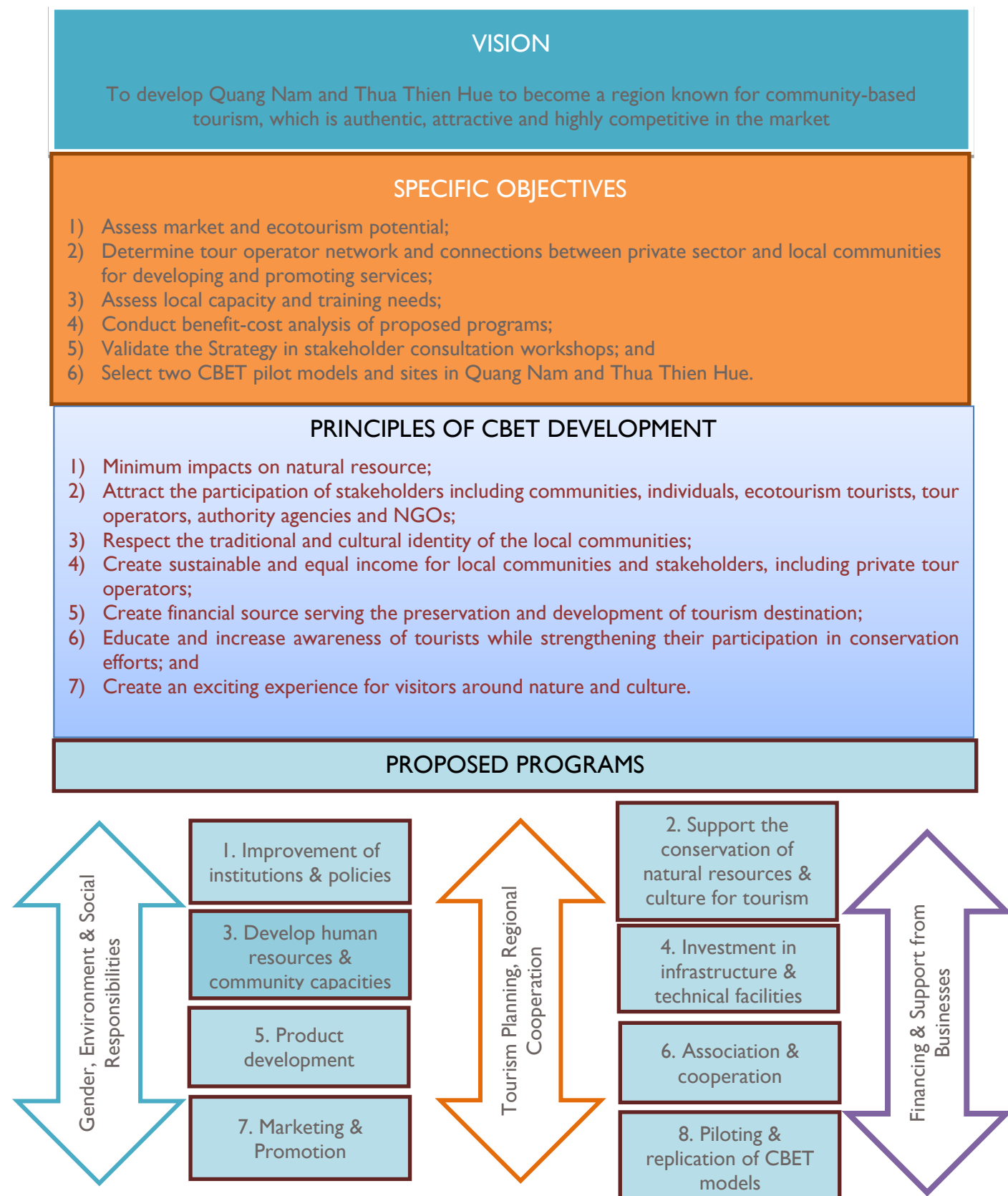
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EXECUTIVE SUMMARY

Based on a desk review, field visits and interviews with tourism operators, the Consultant Team propose a Regional Community – Based Ecotourism Development Strategy for Quang Nam and Thua Thien Hue provinces consisting of the following eight strategic programs:

- 1. Improvement of institutions and policies.** Identify legal requirements for ecotourism; prepare guidance on institutional structures, policies, and regulations; and establish ecotourism working groups at relevant institutions.
- 2. Supporting the conservation of natural resources and culture for tourism development in the context of climate change.** Conservation of specific natural and cultural values in Quang Nam and Thua Thien Hue.
- 3. Develop human resources and community capacities.** Raise community and stakeholder awareness of local ecological and cultural values; affirm the role of the community in ecotourism development; encourage community participation in the provision of sustainable ecotourism services; assess local capacity for ecotourism; and develop training programs.
- 4. Investment in infrastructure and technical facilities.** Improve and/or construct roads to targeted nature reserves (NRs) and national parks (NPs); strengthen ecotourism facilities at these protected areas (PAs); and develop infrastructure for energy and waste management.
- 5. Product development.** Develop local ecological and cultural ecotourism products; conduct resource surveys and market analysis; develop and plan ecotourism routes and itineraries; establish information systems; mobilize investments and involve different stakeholders.
- 6. Association and Cooperation.** Make connections between management boards of PAs, community members, other local stakeholders and provincial tourism management agencies involved in developing community-based ecotourism (CBET); to agree on development approaches and investment promotion; cooperate with research institutes, businesses and training institutions involved in CBET.
- 7. Marketing and Promotion.** Conduct market research; develop branding for ecotourism destinations; organize familiarization (FAM) and press trips and workshops; and develop marketing and promotion plans.
- 8. Piloting and replication of CBET Models.** Establish CBET models, develop criteria to select pilot locations, conduct pilots and assess the potential for sustainable ecotourism in Quang Nam and Thua Thien Hue; organize meetings to develop cooperative arrangements between tour operators and local communities with the participation and support of local authorities; and develop plans to scale-up CBET models according to the Strategy.

Exhibit A. Framework for the Regional Community-Based Ecotourism Development Strategy in QN and TTH



I. INTRODUCTION

I.1 USAID GREEN ANNAMITES ACTIVITY

The USAID Green Annamites Activity (*henceforth the Project*) is implementing activities to develop sustainable landscapes, strengthen biodiversity conservation and build community resilience in Quang Nam and Thua Thien Hue. To realize these objectives, the Project partnered with the AMDI Consultant Team to develop a Regional Community-Based Ecotourism Development Strategy.

I.2 BACKGROUND AND RATIONALE

Vietnam has significant potential for the development of ecotourism, including biodiversity and natural resources; support policies; and target markets. Vietnam's National Strategy for Tourism Development recognizes that "sustainable tourism development [is] closely linked to the preservation and promotion of ethnic cultural values, landscape preservation and the protection of the environment," and considers ecotourism a priority.¹

NPs and NRs are ideal places to organize ecotourism activities. Ecotourism in the core and buffer zones of PAs is considered a useful tool to increase the awareness of local people and tourists about important ecological, cultural and economic values of protected ecosystems. Through involvement in tourism business activities, CBET helps raise the living standards of the local people.

The provincial governments of Quang Nam and Thua Thien Hue believe ecotourism is an important opportunity and priority for economic development. If developed, ecotourism could play a central role in generating income for disadvantage populations, and protect the region's cultural heritage and globally-significant biodiversity.

In Quang Nam Province, the provincial Socio-Economic Development Plan (SEDP) to 2020, with a vision to 2030, approved by the Prime Minister, states that the trade, service and tourism sectors will strive to achieve an average growth of 12.3% per annum in the 2016-2020 period, and about 11.4% per annum in the 2021-2025 period. Quang Nam's Master Plan on Tourism Development to 2010, with a vision to 2020, has set a goal for the tourism sector to contribute 25-27% of the province's Gross Domestic Product (GDP). Specifically, Resolution No. 08-NQ/TU, dated December 27, 2016, by Quang Nam's Communist Party on developing the province's tourism sector to 2020, with a vision to 2025, stated that: "Developing ecotourism and CBET is a driving trend of Quang Nam's tourism products because of the outstanding advantages of the province's tourism resources."² Decision No. 1117/QD-UBND by Quang Nam PPC, dated March 30, 2018, states that "Quang Nam Province will develop a large spectrum of tourism products in accordance with its advantages, such as cultural tourism, beach tourism, ecotourism and CBET. The province will also facilitate for local communities to directly participate in tourism activities. In return, local communities' hospitality services will gradually develop. Further, this lifestyle will support the expansion and growth of community-based tourism and ecotourism."³

In Thua Thien Hue Province, tourism has been identified as a key economic sector in the provincial SEDP based on its significant contribution to GDP in recent years. In February 2014, Thua Thien Hue, Da Nang and Quang Nam signed a Memorandum of Understanding (MOU) for tourism development.

¹ VNAT (2017). The 2017 Synthesis Report and the Main Tasks in 2018.

² Quang Nam DCST

³ Quang Nam PPC (2018). Decision No. 1117/QD-UBND dated 30 March 2018 by Quang Nam People's Committee on implementation of Resolution No. 103/NQ-CP dated 06 October 2017 by the Government.

The 2013-2030 Master Plan of Thua Thien Hue for Tourism Development states that tourism will be prioritized as an important economic sector for contributing capital to the province's GDP. Tourism revenues contributed about 12% of the province's GDP in 2015, and is projected to contribute approximately 13% in 2020 and 17% in 2030. The Master Plan also proposes a green growth model of sustainable tourism, with a focus on destinations such as Bach Ma NP, Tam Giang-Cau Hai Lagoon, Phong Dien NR, and mountainous communities in the Western Region of the province.⁴

Quang Nam and Thua Thien Hue have outstanding advantages for the development of CBET and the promotion of community-based tourism products in the provinces' western districts, including Phuoc Son, Tay Giang, Nam Giang, Dong Giang, Bac Tra My and Nam Tra My in Quang Nam, and A Luoi, Phong Dien, and Nam Dong in Thua Thien Hue. More than half of the natural areas of Quang Nam and Thua Thien Hue are covered by forests, and include abundant flora and fauna and diverse ecological areas, including high mountains, midlands and delta. The traditional cultures of ethnic groups, such as Ta Oi, Co Tu and Pa Lô are also attractive to tourists. Results of the Consultant Team's field surveys, in-depth interviews with representatives of local authorities, businesses and communities; and technical consultation workshops with stakeholders found that there is a consensus view that environmental protection enhancement in the two provinces should include CBET development. However, there are few ecotourism models in Vietnam, and the contribution of ecotourism to local communities has been limited, in part because the socio-economic benefits of ecosystem protection are often overlooked.

1.3 PURPOSE OF THIS REPORT

To help achieve the full potential of ecotourism in the Central Annamites, this report proposes a Regional Community-Based Ecotourism Development Strategy for Quang Nam and Thua Thien Hue based on findings from a desk review, field studies, and stakeholder consultations by the Consultant Team in June and July 2018. The Strategy sets out a vision, objectives, development principles and strategies to develop CBET in Quang Nam and Thua Thien Hue. A subsequent report will present a Regional Ecotourism Development Plan (REDP).

2. DEVELOPING THE STRATEGY

2.1 STUDY AREA

The study area included core and buffer zones of PAs and biodiversity corridors prioritized by local stakeholders in Quang Nam and Thua Thien Hue. Priority areas are Phu Ninh NR, Song Thanh NR and Sao La NR in Quang Nam, and Phong Dien NR, Bach Ma NP, North Hai Van Protected Forest, and Sao La NR in Thua Thien Hue. The Consultant Team also considered other tourist sites suggested by local authorities, including Hong Ha and Hong Kim community tourism villages.

2.2 OBJECTIVES

Vision

- *"To develop Quang Nam and Thua Thien Hue to become a region known for community-based ecotourism which is authentic, attractive and highly competitive in the market."*

Specific objectives are to:

⁴Thua Thien Hue's Department of Tourism (n.d). Report on a study of the mechanism of paying environmental services of tourism businesses in Thua Thien Hue.

1. Assess market and ecotourism potential;
2. Determine tour operator network and connections between private sector and local communities, for developing and promoting services;
3. Assess local capacity and training needs;
4. Conduct benefit-cost analysis of proposed programs;
5. Validate the Strategy in stakeholder workshops; and
6. Select two CBET pilot models and sites in Quang Nam and Thua Thien Hue.

2.3 METHODS

To support the development of the Strategy, the Consultant Team used a number of methods to gather information on the potential for ecotourism in Quang Nam and Thua Thien Hue, including information on the current status of ecotourism in the two provinces and challenges for ecotourism development related to policies, human resources, and investment. Methods included:

- **Desk review:** The Consultant Team examined a number of documents. National and provincial plans for socio-economic development and biodiversity and tourism development were examined for tourism policies, principles, and strategies related to ecotourism. The Consultant Team used this information to develop a framework for the Strategy.
- **Field Visits:** From June 19-24, 2018, the consultant team traveled to Phu Ninh NR, Song Thanh NR, and Sao La NR in Quang Nam and to Phong Dien NR, Sao La NR, Bach Ma NP and North Hai Van Protected Forest in Thua Thien Hue. The Consultant Team observed and evaluated the potential for CBET in these areas.
- **In-depth interviews:** During the field trip and technical seminars, the consultant team used pre-defined interview questions to conduct in-depth interviews with senior experts and managers, local authorities and tour agencies. The consultant team recorded the interviews for further analysis. Appendix I provides interview results.
- **Focus groups:** The consultant team conducted two technical round-table seminars in in Quang Nam and Thua Thien Hue with the participation of representatives of provincial agencies, management boards of PAs, tour operators and local communities. In each province, participants included staff from the Provincial People's Committee (PPC), Department of Planning and Investment (DPI), Department of Agriculture and Rural Development (DARD), Department of Tourism (DOT), and Department of Culture, Sports and Tourism (DCST). In Quang Nam, staff from Phu Ninh NR, Song Thanh NR, and Sao La NR also participated. The consultant team presented an outline of the Strategy, and solicited comments from participants to support the development of the Strategy.
- **Local Community Questionnaires:** During field visits, the Consultant Team administered questionnaires to 196 local people residing in 11 communes and villages in Quang Nam and Thua Thien Hue, to learn about opportunities and challenges in local ecotourism. Appendix 2 provides the results from the questionnaire surveys.
- **Consultations:** During field trips, the Consultant Team held intensive consultations and workshops with stakeholders; local authorities at district and commune levels; directors of PA management boards; officers of PAs; and staff of travel agencies. Management boards provided annual reports and information on potential ecotourism sites, investment opportunities, and other useful data. In addition, the Team organized a technical workshop in each province and integrated in-depth interviews with local governments; management boards; tourist agencies and other local private businesses; and community representatives. After the field trips, the Consultant Team exchanged emails and phone calls with participants to help clarify and interpret questionnaire results. The Consultant Team and Legal Advisor also held informal conversations with high-ranking governmental officials in the two provinces. The interviews, workshops and informal consultations provided information to help determine suitable areas in each province

to develop CBET. The contributions of various provincial counterparts and agencies were reflected in the process of planning, developing and reviewing the Strategy. These inputs will also help the Consultant Team develop the REDP.

- **SWOT analysis:** The Consultant Team conducted a Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis of the information on potential CBET development in each province gathered during field visits and consultations. The SWOT analysis summarizes findings and analyzes the current status of ecotourism, ecotourism practices, and ecotourism potential in each province. Results from the SWOT analysis provided information on tourism values and suitable areas for CBET development in specific areas. The SWOT matrix enabled the Consultant Team to maximize strengths and opportunities, and minimize weaknesses and threats (see Section 3.12).

2.4 PREVIOUS STUDIES OF ECOTOURISM POTENTIAL IN QUANG NAM AND THUA THIEN HUE

The potential of ecotourism has been widely acknowledged by tourism experts and organizations in both developed and developing countries. In Vietnam, ecotourism has been recognized for many years as a way to protect forests and improve local people's livelihoods. A handful of studies have analyzed the potential for ecotourism development in Quang Nam and Thua Thien Hue.

Under the CarBi program, a consultant for World Wildlife Fund (WWF) assessed ecotourism opportunities and challenges in three protected areas (PAs) in Quang Nam and Thua Thien Hue, including Hue Sao La NR, Bach Ma (NP and Quang Nam Sao La NR (Hung Cao Dai, 2014). The study included 13 communes in four districts within these three PAs. The study identified a few tourism ventures, but found that most tour operators lacked products and activities to attract tourists. Although numerous trekking routes have been identified and mapped, professional trekking and wildlife experiences remain undeveloped. Challenges included illegal logging and erosion of cultural identities. The study concluded there is a need for a management system and facilities for sleeping, eating, photographing, and viewing. Recommended priority routes for follow-up included Brohoong to Nam Dong, Nam Dong to A Pat Aur, and A Vuong and Nam Dong to A Luoi. The study identified numerous opportunities to engage local communities.

There have been CBET models in Quang Nam and Thua Thien Hue, including models supported by SNV (Netherlands) and Japan International Cooperation Agency (JICA), but these have not been sustainable owing to the lack of capacity building and funding once the projects ended. Previous projects developed CBET in Bach Ma NP, A Luoi, Tam Giang (Thua Thien Hue), and Truong Tay, Phu Ninh, Dong Giang, and Tay Giang (Quang Nam). All previous projects encountered key challenges, including lack of funding to develop or adjust PA master plans and develop supplementary plans on administration, zoning, and CBET; constraints in signing contracts for joint ventures; and establishing forest environmental rents for ecotourism businesses between institutions and stakeholders. Details are as follows:

According to a report by Quang Nam's DCST, ecotourism projects in the province have faced many difficulties, including insufficient and inefficient human resources; poor English language skills; lack of infrastructure and power supply; limited PAMBs capacity to support ecotourism and connect with tour companies; inauthentic tourism products; and loosely organized tourism activities.

According to 2017 reports from Thua Thien Hue DARD, the province's NRs and NPs have significant ecotourism potential. For instance, the Sao La TTH NR could design an adventure tour around A Roang hot spring, A-Noh waterfall and various caves. However, like other NRs, tourism in Sao La NR

is weakly organized and lacks funding for planning and attracting investments for tourist attractions like waterfalls, tropical forests, adventure trails, and bird and animal watching routes. Phong Dien NR has significant potential for ecotourism because of its rich biodiversity, cultural and historic relics and monuments; meanwhile Phong Dien has not developed ecotourism because of a number of impediments. The administrative service zone, where ecotourism activities are organized, was not planned in the NR's management area, so the PAMB has no legal basis to organize ecotourism activities. There is a shortage of ecotourism facilities, and access is difficult. There is no funding to amend the master plan to support ecotourism development.

2.5 LESSONS LEARNED

In general, results of the desk review by the Consultant Team show that it has been difficult to establish ecotourism in Quang Nam and Thua Thien Hue because of a lack of funding; poor infrastructure and tourism facilities; weak competence of local people to run a tourism business; and inadequate ecotourism policy. Project sustainability is the most significant problem. Lessons learned from previous studies suggest that the following principles and activities will help address these challenges and facilitate successful ecotourism development:

- Obtain the support of district and commune-level authorities.
- Involve communities in planning, implementing, and evaluating ecotourism activities and in making decisions about plan adjustments.
- Encourage communities to participate in ecotourism activities and provide services to visitors.
- Determine a benefit-sharing mechanism at the initial stage of strategy and plan development (e.g., a fund with income from community tourism activities). To support ecotourism, communities must receive benefits in the early years of a project.
- Engage local businesses.
- Seek opportunities for long-term commitment by communities and businesses, especially businesses with practical experience with CBT.
- Scale up successful CBET models; encourage investment and commitment by at least one travel company to bring tourists to ecotourism destinations.
- Produce transparent financial reports on revenue and expenses from activities of joint ventures, forest environment rents and other organized ecotourism business activities. Submit copies of financial reports to DARD and DCST.

3. ECOTOURISM RESOURCES IN QUANG NAM AND THUA THIEN HUE

3.1 NATURAL AND CULTURAL RESOURCES FOR ECOTOURISM

The forested landscapes of Quang Nam and Thua Thien Hue have outstanding natural and cultural values. Appendix 3 provides information on the provinces NRs and NPs.

NATURAL RESOURCES AND UNIQUE ATTRACTIONS

Quang Nam Province, Quang Nam has great potential to develop ecotourism, adventure tourism, sightseeing and cultural experiences with ethnic minorities. The province has diverse ecological landscapes ranging from high mountains in the west to coastal plains to the east.

In the mountainous area, there are landscapes along Ho Chi Minh Road, including Phu Ninh hot springs, Song Thanh NR, Phuoc Son NR, and Bong Mieu gold mine. Quang Nam has more than 100 traditional villages. In the period from 2015 to 2020, the province will invest over 85 billion Vietnamese Dong (VND) to support the development of 16 potential craft villages in Hoi An, Dien Ban, Duy Xuyen, Tam Ky, Phu Ninh and the mountainous districts of Dong Giang, Nam Giang, Nong Son.⁵

Phu Ninh Lake in Phu Ninh district: ⁶ The area of the lake is 3,433 ha with 30 islands and small peninsulas. Flora and fauna are rich, with about 142 species of plants and 148 species of animals, including 14 species listed in the Vietnam Red Data Book. Lake waters are above 70°C and provide a source of mineral water with many therapeutic trace elements.⁷ Currently, Hung Cuong Tourism Investment Joint Stock Company has been investing in accommodations, conference facilities, fishing, swimming pools, surfing, water motorbikes, mineral baths and camping of 59.77 hectares.



Song Thanh NR: It covers an area of 93,249 ha in the core zone and 108,398 ha in the buffer zone. There are a total of 831 species of vascular plants (23 of which are endemic and 49 species listed in the Vietnam Red Data Book). Up to now, Song Thanh NR has not been able to promote ecotourism or rent forest environment to exploit ecotourism.



*Sao La - Quang Nam Nature Reserve:*⁸ It has an area of nearly 16,000 ha, connecting to Thua Thien Hue Province (more than 13,000 ha) and Bach Ma National Park (more than 37,000 ha), bordered by Laos. It is considered as the most crowded area of the Sao La species in Vietnam, it is one of the global biodiversity centers (WWF Global 200, 2000). Sao La Nature Reserve - Quang Nam has no plans to exploit and invest in tourism; however local communities do participate in tourism businesses spontaneously.



*North Hai Van Protected Forest:*⁹ North Hai Van is home of rare species such as *Lophura nycthemera*, *Pygathrix nemaeus*¹⁰, *Nycticebus pygmaeus* and many other primates and birds. Tourist attractions includes Hai Van Pass, Hai Van Gate, Son Cha Island, and other tourist destinations such as Lang Co beach, Tien (Fairy) Stream, Voi

⁵<http://dantocmiennui.vn/du-lich/quang-nam-tao-san-pham-an-tuong-trong-phat-trien-du-lich-lang-nghe-sinh-thai/176539.html>

⁶ Photo: Phu Ninh Lake, Phu Ninh NR, Phu Ninh district (consultant team)

⁷ More details: https://danang.gov.vn/gioi-thieu/chi-tiet?id=3000&_c=163; <https://www.youtube.com/watch?v=GaFKPxjmw2I>; <https://www.youtube.com/watch?v=rQeNkMFcoGM>; <http://ccntmdyphuninh.gov.vn/index.php/dau-tu/vi-sao-chon-phu-ninh>

⁸ Photo: Ta Lang village, Bha Lee commune, Sao La – Quảng Nam NR (Consultant team)

⁹ PHOTO: NORTH HAI VAN PROTECTED FOREST (CONSULTANT TEAM)

¹⁰ There are approximately 90 heads of *Pygathrix nemaeus*, according to Bac Hai Van management board's report (June 2018).

(Elephant) Stream, Mo (Apricot) Stream, and Baugher Stream. Currently, there are many ecotourism areas are operating (Suoi Tien, Suoi Voi...), however, they are just spontaneous and in small scale. No ecotourism management has been set up and no ecotourism staff has been established.

Thua Thien Hue Province

Thua Thien Hue Province is rich in both natural and cultural resources, with a 120-kilometer (km) coastline, the Tam Giang largest lagoon system in Southeast Asia of 22,000 hectares, and the mountain and forest ecology system occupy more than half of the province's area.



Sap NP of Laos.

*Sao La NR - Thua Thien Hue Province:*¹¹ In the area of Huong Nguyen (A Luoi district), Thuong Quang and Thuong Long (Nam Dong district), having a considerable ecotourism potentiality with such natural tourism resources as waterfalls, streams, primeval forests, and bird watching routes. Statistics show that this NR has rich and diverse gene pool of more than 1,200 species of fauna and flora, including 139 species of birds. One of the tourism development advantages is the availability of connection to Sao La NR, Bach Ma NP and Xe

Ecotourism attractions can serve as adventure tourism sites together with bird and rare animals watching spots in native forests from A Roang to Quang Nam. Additionally, A Pat hot spring offers mineral bathing services. A Roang hot spring is located 25 km from the south of A Luoi, near national highway No. 14, and in the area of about 10 ha. This open underground water, averages between 60-70°C and contains many mineral elements.¹² In Hong Ha commune, A Luoi district, the consultant surveyed the scenery and unique



culture of the Co Tu ethnic people. The commune has set up a Cultural Preservation Center headed by a Commune Vice Chairman and will implement an infrastructure development plan for the coming year (6 community houses for 6 communes). It was noted that, local people are willing to participate and contribute funds to develop ecotourism. Currently, Hong Ha has a community house, canteen and tourist's accommodations. To date, Sao La Nature Reserve in Thua Thien Hue has no plans to invest in tourism; and the local communities have not yet benefited from organized tourism.



Phong Dien Nature Reserve:¹³ Rich biodiversity with endemic fauna and flora such as *Lophura nycthemera*, *Arborophila merlini*, *Jabouilleia danjoui*, *Nomascus leucogenys* (White-cheeked gibbon), *Pygathrix nemaeus*, *Muntiacus vuquangensis* and *Pseudoryx nghetinhensis*. The two species that were first found in Phong Dien NR are *Pseudoryx nghetinhensis* and *Muntiacus vuquangensis*. Survey results show that there are 44 mammal species (7 ordines and 20 families), 19 species listed in the

¹¹ PHOTO: SAO LA THUA THIEN HUE NR MB (CONSULTANT TEAM);

¹² http://kiemlamthuathienhue.org.vn/bao-ton-thien-nhien/tiem-nang-du-lich-sinh-thai-khu-bao-ton-sao-la-thua-thien-hue_30.html; Accessed on 27 June 2018

¹³ Photo: Relaxing tents beside the river in Hong Ha commune, A Luoi district (Consultant team)

International Union for Conservation of Nature (IUCN) Red List (43%) and 16 species listed in the Viet Nam Red Data Book (accounting for 34%).¹⁴

Phong Dien has the potential to develop ecotourism thanks to its attractive natural landscape, including caves, streams, waterfalls, historical and cultural relics and biodiversity. Tourist attractions include: Thanh Tan hot spring, A Don waterfall, Quao dam, me valley, ANo waterfall in Viet Tien village (Hong Kim commune).¹⁵ Phong Dien Nature Reserve Management Board has coordinated with the tourism industry and other concerned localities to plan tourism routes at A Don Waterfall in Ha Long village, Phong My commune and ANo waterfall in Viet Tien village, Hong Kim commune, A Luoi District.

In 2018, the village of Viet Tien launched CBT activities to welcome tourists and recreate Pa Ko activities such as pounding rice, making a *coat* cake, organizing traditional games and art performances and crafts. With support from the A Luoi district People's Committee, the households built fences, bamboo gates and maintained the plants in the garden. In addition, the tourist village is supported by three homestays where tourists can find equipped accommodation (blankets, pillows, cushions, etc.). The Viet Tien commune CBT management board has built signboards, facilities and a parking lot; and enforced rules and regulations on tourism activities. Ten community groups contributed to the construction of 10 tents and 2 toilets, attracting the participation of more than 90 laborers in the commune. In the last 6 months, ANo waterfall ecotourism site has improved its infrastructure to ensure the safety of tourists while protecting natural resources and preventing forest fires. These efforts will also train local communities to create a good impression on tourists who visit the CBT village and CBET ANo waterfall.

Bach Ma National Park:¹⁶ Located in Phu Loc District, at an altitude of 1,400m above sea level, including quite a few tourist attractions, namely: Hai Vong Dai (Sea Observation Tower); Truoi Reservoir – Truc Lam Bach Ma Meditation Monastery; Bird watching route, among others. Bach Ma National Park has been developing ecotourism since 2000. Currently, the NP management board has developed the Ecotourism Development and Environmental Services Program. It has implemented the "Proposal on Bach Ma National Park Ecotourism until 2020, vision to 2030" under Decision No. 3746/QĐ-BNN-TCLN dated September 13, 2016 by the Minister of Agriculture and Rural Development. At the National Park gate, a tourist center is located at the foot of the mountain, offering various services including entry tickets, transportation, accommodation, meals and tour guides. The reception hall area is about 250m² and includes an exhibition and introduction of the national park and nature reserve. There is also an audiovisual area for visitors to enjoy photos and videos of Bach Ma National Park and a group discussion room. In 2013, Bach Ma National Park welcomed 13,280 visitors; in 2014, it received 14,150 tourists (about 80% of them were domestic tourists and 20% were international visitors).¹⁷ The number of tourists who visited annually are as follows: 2015 (14,852); 2016 (18,192); and 2017 (18,652). Average revenue on tickets from 2015 - 2017 reached 700 million VND per year; in 2017: 850 million; and 1 billion is expected by the end of 2018.

CULTURAL RESOURCES

¹⁴ Phong Dien NR: Where authentic biodiversity values hidden. Accessed on 27 June 2018. <http://tapchimoitruong.vn/pages/article.aspx?item=Khu-b%E1%BA%A3o-t%E1%BB%93n-thi%C3%AA-nhi%C3%AA-n-Phong-%C4%90i%E1%BB%8In:-N%C6%Al-i-%E1%BA%A9n-ch%E1%BB%A9a-nh%E1%BB%AFng-gi%C3%A1-tr%E1%BB%8B--%C4%91a-d%E1%BA%AIng-sinh-h%E1%BB%8Dc-%C4%91%E1%BB%99c-%C4%91%C3%A1o-46315>

¹⁵ <http://www.phongdienr.org.vn/?mod=tours&id=1>. Accessed on 27 June 2018.

¹⁶ Photo: Viet Tien village, Hong Kim commune, A Luoi district (Consultant team)

¹⁷ Study report on establishment of mechanism and payment for environmental service for activity of tourism business in Thua Thien Hue province

The authentic cultures of ethnic groups in QN and TTH, such as Ta Oi, Co Tu and Pa Kô, are very attractive to tourists. There are many traditional ethnic minority craft villages such as Zeng weaving, bamboo and rattan wares, [and] traditional wine making [...]¹⁸ At the survey sites, the Consultant Team paid special attention to the natural resources in mountainous areas. Part of the Cor ethnic group lives in Thanh Mountain and Phu Ninh district. However, the Cor people enhanced their living conditions, and no longer retain their traditional cultural identity¹⁹.

In Song Thanh Nature Reserve, a typical tourist attraction is the village of Za Ra brocade weaving in Ta Bhing commune, Nam Giang district; located at one kilometer (km) south of National Road 14D, 16 km southwest of Thanh My town. Co Tu traditional brocade is supported by International Development Aid (FIDR). Although the FIDR project has ended and, therefore, is no longer financed, local people are still maintaining the production of brocade weaving, displaying and selling products including pants, blouses and bags. The community also offers local specialties, such as gongs performances and traditional dances.

Ta Lang village, Bhalee commune, located near Ho Chi Minh road, between the two districts Dong Giang and Tay Giang, has 86 households with 352 people, of whom 183 people are in the workforce age. The main roads and alleys of the village are 500 meters long and have been concretized. In 2011, the village has built irrigation systems for all households which are also connected to the national grid. Ethnic minority people perform well in environmental protection. Specifically, they clean the village roads, alleys, and conduct waste collection and treatment. The Village's Cultural House (Guol House) is built according to the architecture of the Co Tu people. Oftenly, traditional festivals of the Co Tu people take place, such as the new rice festival held after the harvest in October and November, and the Spring Festival.

In A Luoi, more than 85% of the people are ethnic minorities, including Pa Ko, Co Tu, Ta Oi, and many others, living in traditional cultures. Major festivities include the Buffalo Thrusting Festival of Pa Ko people, Azakoonh Harvest Festival of Ta Oi people, New Rice (Aza) Festival, or the funeral ritual and the Anrieu ping (exhumation) ceremony. A Luoi has some handicraft villages such as Zeng weaving village in A Roang commune; forging villages, namely, A Dot, Hong Vân, and Hong Thuong; broom villages, including Hong Thai and A Ngo; Rattan and bamboo villages of Hong Thái, and A Ngo; and Đoac wine village in A Roang and A Dot communes; among other villages of weaving, personal belongings, fishing and farming tools.²⁰

3.2 ACCESS AND TRANSPORTATION FOR ECOTOURISM

Quang Nam province

Accessibility to natural ecotourism sites in the NRs and NPs in Quang Nam has significantly improved. Tourists can access destinations through various means of transportation, and primarily by national and provincial highways. This includes:

Road:

- National highway 1A (AH 1): It is a main cross-cutting route running through and connecting provinces in the region, linking the North Central, the South Central, and the South East regions, which will be developed into a North-South expressway. By 2020, this expressway will be developed with 4 motorized vehicles lanes, facilitating the North-South transportation;

¹⁸<http://vanhoaquangnamonline.gov.vn/nghien-cuu-trao-doi/dia-vuc-cu-tru-cua-cac-toc-nguoi-o-mien-nui-quang-nam.html>

¹⁹<http://vanhoaquangnamonline.gov.vn/nghien-cuu-trao-doi/dia-vuc-cu-tru-cua-cac-toc-nguoi-o-mien-nui-quang-nam.html>

²⁰ Tôn Thất Hữu Đạt. (9-2014). Comprehensive evaluation on CBET potentiality of A Lưới district, Thừa Thiên Huế province. Magazine of Earth Sciences. No. 36 (3) 271-80.

- National highway 14 (the same part of Ho Chi Minh Road): Leading to the west of Quang Nam. The section runs through the Central Highlands and was recently expanded and upgraded. National highway 14, which running through the South Central Coast plays an important part in developing tourism in connection to the Central Highlands.
- The East-West national Highway includes: National Highway 14B from Tien Sa (Da Nang) to Thach My (Quang Nam), 74km long; Highway 14D from Giồng to Tà Óc border gate (Quang Nam), 75km long (merging the two 14B and 14D into 14B). National Road 14E, which is 76km long from Ha Lam to Kham Duc, and links with the coastal road (Quang Nam).
- Coastal routes: This has been constructed on the basis of upgrading and expanding a number of existing coastal road sections (including national, provincial highways and sea dykes.). Roads are expected to meet the level III and IV delta road standard. By 2020, the coastal routes will be completed.

Railway: The North-South railway runs through Quang Nam provincial railway stations, namely, Nong Son, Tra Kieu, Phu Cang, An My, Tam Ky, Diem Pho and Nui Thanh. Railway, which is an important means of transport, is one of the conditions to have regional and international destinations connected for tourism development.

Airway: Chu Lai Airport which is located in Quang Nam province is in Chu Lai Open Economic Zone. Chu Lai, constructed in 2004, is one of the largest airports in Vietnam with area of 3,000 ha and its runway is 3,050 meters long. The designed capacity takes up to 4 million passengers and 5 million tons of cargo every year. In the future, Chu Lai airport will be developed into an international airport to serve as a source of transportation to passengers and goods in the region. In addition, the operation of Chu Lai airport has facilitated visitor's accessibility to the two world cultural heritages namely Hoi An Ancient Town and My Son Sanctuary. Currently, tourists who visit Quang Nam fly to Da Nang International Airport due to better airport infrastructure and more frequent available flights; which is more convenient for tourists. To date, Chu Lai airport is still facing infrastructure challenges, which hinders socio-economic development and tourism in particular.

Waterway: Waterway transport includes river and sea transport.

- *River transport:* River transport in Quang Nam covers 941 kilometers (km) of natural rivers, in which 307 km of rivers (accounts for 32.62%), including 11 which are under provincial management and exploitation. The main rivers are Thu Bon and Truong Giang, which flow into the East Sea following three estuaries of Han, Cua Dai and Ky Ha. The total river transport in Quang Nam under exploitation is 207 km long, including 11 river lines of Thu Bon, Truong Giang, Vu Gia, Yen, Vinh Dien, Hoi An, Co river, Duy Vinh, Ba Ren, Tam Ky and An Tan river.
- *Sea transport:* The coastal line in Quang Nam province is 120 km long, offering two 18-20 meters (m) deep sea ports, namely, Thuan An and Chan May, which are capable for building deep-water sea ports with large capacity.

Thua Thien Hue province

Roads: Thua Thien Hue is located at an important North-South traffic axis and the East-West corridor which connects Thailand, Laos and Vietnam by Highway No. 9. Thua Thien Hue is in the middle of the country, between Hanoi and Ho Chi Minh City, the two most developed economic centers of Viet Nam. Thua Thien Hue is 660 kilometers (km) from Hanoi and 1,080 km from Ho Chi Minh City. The provincial roads spreads over 2,500 km. The national highway 1A runs through the province from North to South together with provincial roads in parallel or crossed provincial roads of No. 2, 3, 4, 5, 6, 7, 8A, 8B, 10A, 10B, 10C, 11A, 11B, 15 among others. The national highway 1A through Thua Thien

Hue has met the needs of tourism transportation. The sections through Phong Dien, Huong Tra, Hue, Huong Thuy, Phu Loc, Lang Co... have also been upgraded to a four-lane road, which offers the most favorable condition for tourists to access ecotourism sites located in protected areas and national parks.

National highway No. 49 from West to East is also available to connect the mountainous area and the sea. The coastal area, lagoon and some other coastal routes also meet national highway No. 49B. The vast mountainous area and midland to the West of A Luoi and Nam Dong districts encounter national highway No. 14, provincial road 14B, 14C and national highway No. 49 to Laos.

Railway: The North-South railway runs through Thua Thien Hue with a total length of 101.2 kilometers (km) through Huong Thuy, Truoi, Cau Hai, Thua Luu, Lang Co and North Hai Van stations.

Airway: Phu Bai International Airport plays an important role to Thua Thien Hue province and the North Central Region through an economic, social, cultural and national defense development strategy. It is a bridge to link the national and international regions. Three main airlines are in operation, including Vietnam Airlines, Vietjet Air and Jetstar. This is a civil aviation airport in the linkage of civil flights which enjoy a terminal area of 6.539m² and airline capacity of 1.5 million passengers per year.

Waterway: including River and sea transport.

- *River transport:* The total length of rivers and lagoons is 563 kilometers (km). The total length of canals, rivers and streams is 1,055 km, and the basin area is 4.195 km². The density of rivers and streams fluctuates between 0.3-1 km/km², others are 1.5-2.5 km/km². This consists of the following major rivers: O Lau, Huong (Perfume) system, Nong, Truoi, Cau Hai, and Bu Lu River.
- *Sea transport:* Thua Thien Hue plans to form an on-the-sea expressway transport route according to the Ministry of Transport's Planning. The two provincial deep-water seaports Chan May and Thuan An are used at North - South traffic axis and the East - West corridor, which creates a driving force for economic development in the coming years.

3.3 ACCOMODATION FOR ECOTOURISM

Quang Nam province

In 2016, Quang Nam offered 457 tourist accommodation establishments with 8,675 rooms. Specifically, there were 150 hotels (7,025 rooms) and 95 tourist villas (782 rooms). The three to five-star hotels were counted for 37 establishments (3,843 rooms) covering 54.7%. The average growth rate of hotels in 2011-2016 period reached 43.49% per year and 14.93% for rooms. The 2016 occupancy rate was 65%.²¹

According to the Quang Nam Tourism Department report, there are 212 homestays with 868 rooms in the ecological areas in the province. However, most homestays are located in central areas such as Hoi An and the surrounding craft villages where tourism has been developed. According to the provincial Master Plan, investments are being made so that Quang Nam becomes one of the provincial CBET destinations. The aim is to promote the province's rich and diversified natural resources and high biodiversity, specifically at Song Thanh, Sao La Quang Nam, Phu Ninh NRs. There is great potential

²¹ According to the Report of Tourism development in Quang Nam, period 2011 – 2016 and the tourism development orientation period 2017-2025

for Quang Nam to further develop its ecotourism. However, there remains a lack of investments in accommodation for tourists, and there is no standards or specific regulations for such services.

Thua Thien Hue province

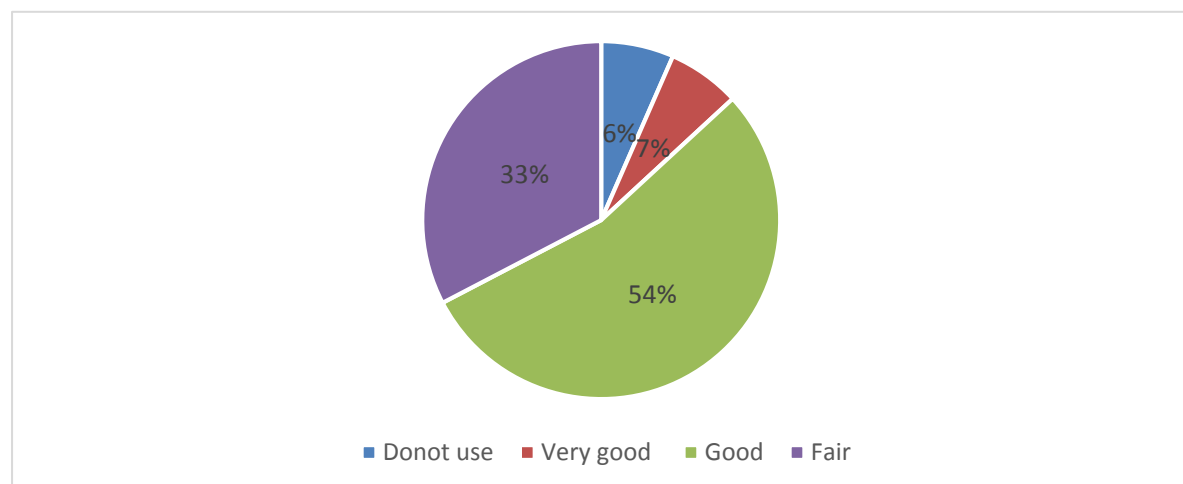
In 2016, Hue city provided 430 accommodation establishments (more than 7,900 rooms and over 13,400 beds); there were 4 five-star hotels (643 rooms), 12 four-star hotels (1,500 rooms), the number of 1-3 stars hotels was 133, and the rest were standard hotels. Homestay, another form of accommodation is being developed.²²

According to the Master Plan for tourism development in Thua Thien Hue, homestay has been a recent development. The advantage of this type of accommodation is its low capital of investment. Additionally homestays provide benefits for communities and are suitable for such festival tourism, such as Hue festival.

Homestay is appropriate for ecotourism with the participation of the community. Currently, it has been estimated that homestays account for only 1-2% in terms of the total number of rooms occupied by tourists. It is predicted from 2015-2025 that this rate will remain unchanged and would gradually decrease from 2025-2030.

According to the consultant team, the most preferable accommodation means in the surveyed areas are hostels. Just a few interviewees chose homestay options due to short trips, remote location, and insufficiency of quality establishments. Exhibit I shows tourist's evaluation of the quality of local accommodation. The majority (54%) rated accommodations as "Good". A significant percentage (33%) rated accommodation as "Fair" and a very low percentage (7%) as "Very Good." These results indicate that improvements in accommodations must be made.

Exhibit I Evaluation of local accommodation quality by tourists



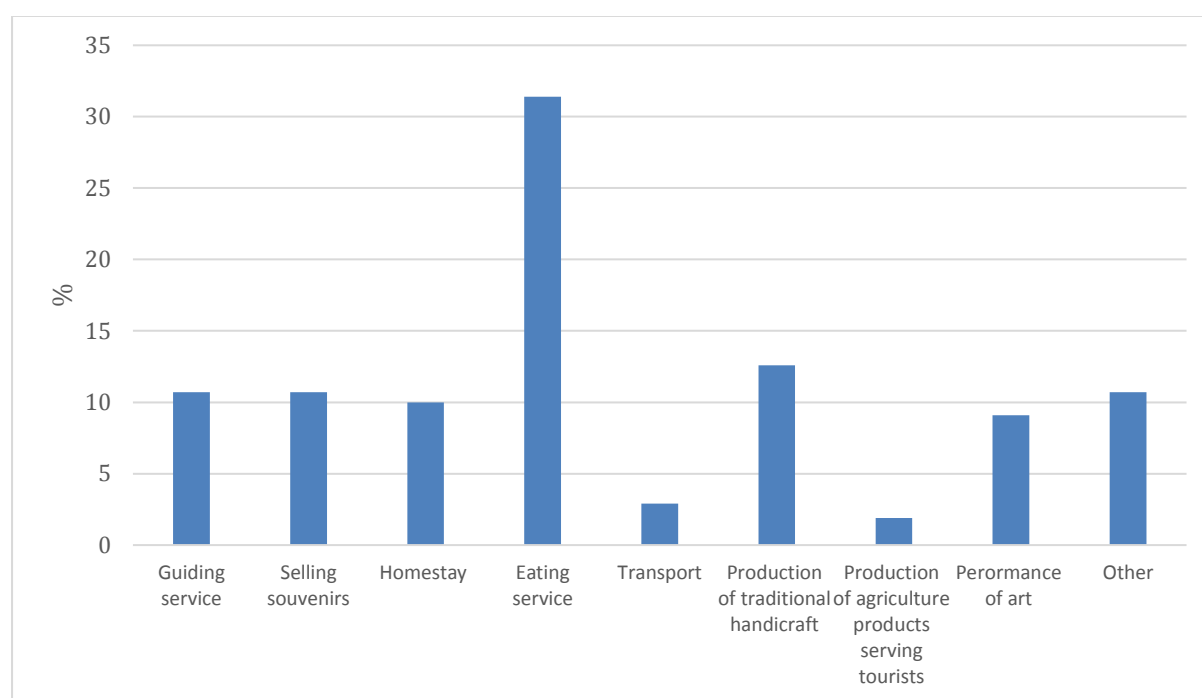
Source: Survey data by the consultant team

In fact, tourists have a good opinion of the selected accommodation, however, they use different types of it, in which only about 10% use homestay. According to the survey, only 15% of the local people think that they have homestays to provide to tourists alongside other products.

²² Master Plan for tourism development in Thua Thien – Hue period 2013 -2020, vision 2030, DEPartment of Culture, Sports and Tourism of Thua Thien – Hue, https://sdl.thuathienhue.gov.vn/UploadFiles/TinTuc/2017/12/24/akitex_baocao_final.pdf

Meanwhile, only 15% of respondents are willing to lodge in a homestay. This shows that there are still some barriers to attract people to lodge in a homestay. These barriers include limited ability to communicate with ethnic minorities, sometimes owners of homestays as well as the local people, lack of tourism activities, food processing skills and differences in indigenous knowledge. In addition, financial constraints have led to difficulties in basic infrastructure investment by the local community. As a result, 33% respondents wish to have financial support for investment in local businesses, 24% want professional training, and 28% want to invest in facilities and amenities. Exhibit 2 shows local participation in CBET activities.

Exhibit 2 Activities for local participation in CBET



Source: Survey data by the consultant team

3.4 HUMAN RESOURCES FOR ECOTOURISM

Quang Nam province: The province employs nearly 11,000 people, 98.91% are Vietnamese and 1.09% are foreigners. Professionally trained workers account for 60.7% of total employment in tourism enterprises. Laborers trained, on-site trained and self-trained account for 59.05%. The training and professional training for managers of tourist destinations is being considered, but investments in training remains relatively modest.²³

Thua Thien Hue province: Nearly 12,000 people work in tourism in this province. According to the Department of Tourism of Thua Thien Hue Province, human resources are “high in quantity but low quality”, meaning there is a lack of skilled labor at the grass root level. Lack of motivation, sensitivity and creativity in implementation, not meeting requirements of integration, industrialization and modernization are general shortcomings in the region.²⁴

²³ According to the Report of Tourism development in Quang Nam, period 2011 – 2016 and the tourism development orientation period 2017-2025

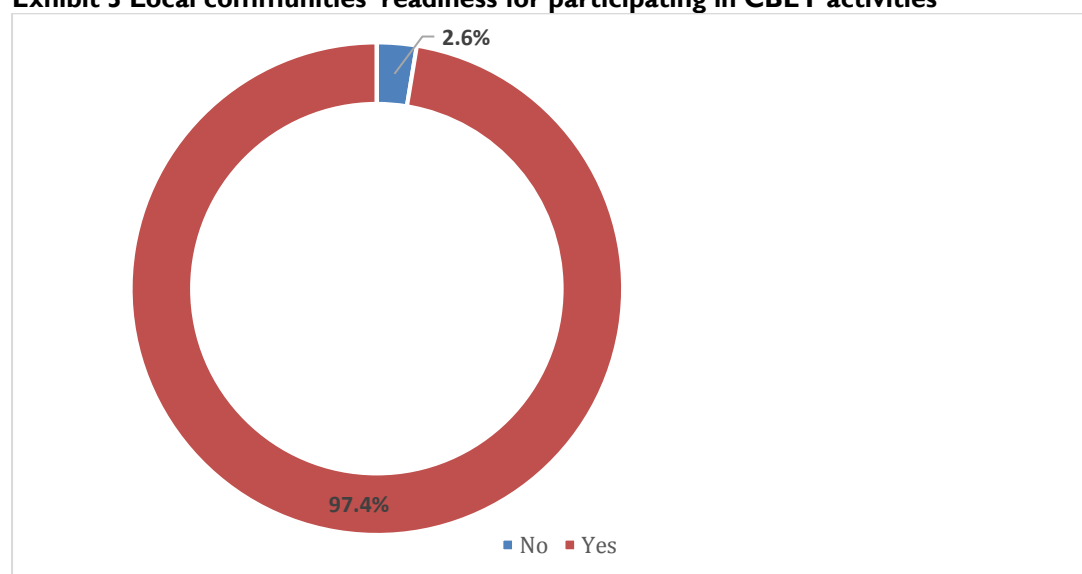
²⁴ Master Plan for tourism development in Thua Thien – Hue period 2013 -2020, vision 2030, Department of Culture, Sports and Tourism of Thua Thien Hue, https://sdl.thuathienhue.gov.vn/UploadFiles/TinTuc/2017/12/24/akitex_baocao_final.pdf

According to surveys conducted in the study areas, the majority of human resources are ethnic people (accounting for about 90%) working in ecotourism development areas. In particular, most of them are seniors (more than 50 years old), enthusiastic, hospitable and modest. In the tourism industry, they completely depend on agriculture or exploitation of forest products. They experience difficulties with the following:

- Languages, specifically Vietnamese and English;
- Knowledge about nature, local culture;
- Knowledge of tourism;
- Tourism skills such as customer service, communication, sales, product development and marketing professional reception skills;
- Skills for transfer and preservation of traditional crafts; and
- Others including regulations on hygiene, security and safety when doing business in tourism.

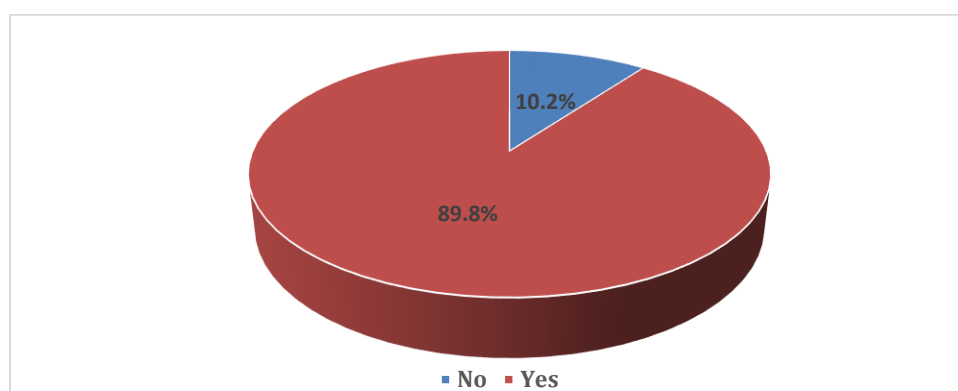
Exhibit 3 below shows results from the survey on the proportion of people who are willing to participate in tourism. It proves that local communities are willing to participate in CBET activities as an alternative to their livelihood (97.4%). In this context, the Consultant Team explored their readiness to invest or contribute capital to ecotourism facilities. Exhibit 4 presents a high percentage of 89.8% of “Yes answers”.

Exhibit 3 Local communities’ readiness for participating in CBET activities



Source: Survey data by the consultant team

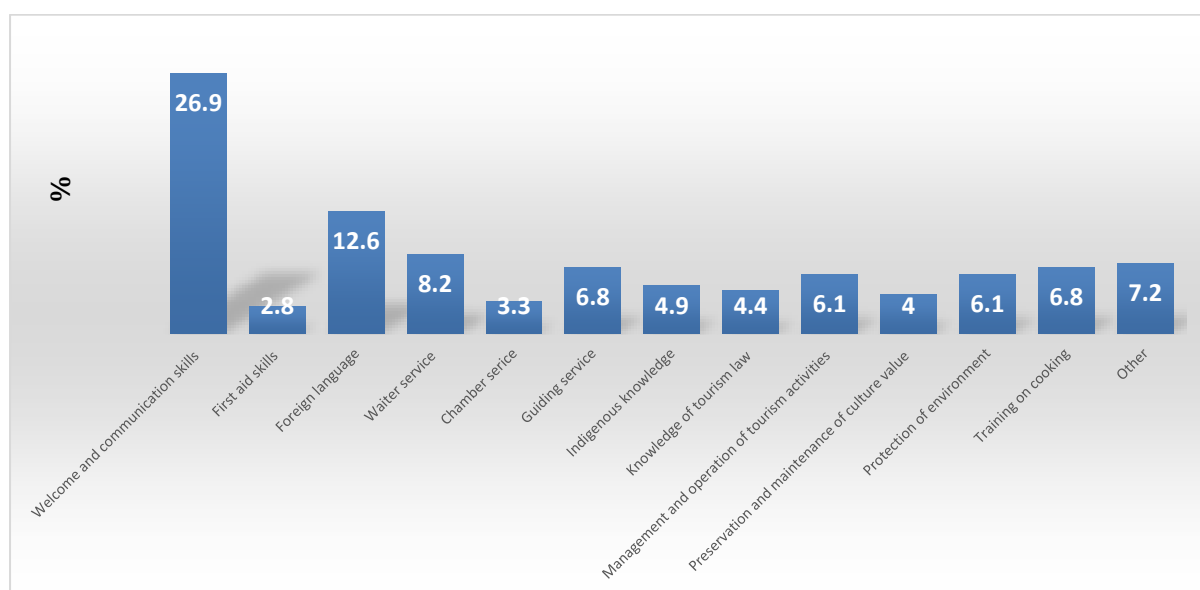
Exhibit 4 Readiness to take part in investing capital in local CBET development



Source: Survey data by the consultant team

In fact, the local community is willing to participate and share its resources in the CBET development in the area. However, the basic constraint comes from markets, and building products that have not been properly developed. Lack of knowledge and skills are obvious gaps in the area of human resources management. Exhibit 5 shows that 26.9% of the respondents among the local communities expressed that initial training in communication and hospitality is their highest need; followed by 12.6% for foreign languages. Surprisingly, the cultural and environmental conservation and protection knowledge and skills has not been fully promoted, and only 6% of the respondents expressed their interest in this area of trainings.

Exhibit 5 Necessary knowledge and skills for the local community trainings



Source: Survey data by the consultant team

Areas where local people choose to participate in local CBET activities (Exhibit 2) primarily focused on key activities such as accommodation, food, sales, tour guides and traditional handicraft production. However, there are also demands for green growth, such as clean vegetable and poultry cultivation, waste disposal, and environmental protection.

3.5 ECOTOURISM PROMOTION AND BRANDING

Tourism promotion activities in Quang Nam and Thua Thien Hue provinces mostly focus on participating in national tourism events such as Vietnam International Travel Mart (VITM) in Hanoi, International Tourism Expo (ITE) in Ho Chi Minh city; organizing roadshow, travel mart, FAM trip, and press trip. Especially, the provinces are famous for their cultural events such as Hue Festival, and Quang Nam heritage festival. These are big events that attract a great number of tourists and effectively promote tourism of the two provinces. However, only a small number of DMOs (Destination Management Organizations) or travel agencies that have eco-tours have begun promoting Quang Nam and Thua Thien Hue's eco-tourism separately and limitedly. For example:

- Promoting on Dong Giang district's website, Quang Nam: <http://dulich.donggiang.gov.vn/Default.aspx?tabid=422>
- Promoting on Bach Ma NP's website: <http://bachmapark.com.vn/san-pham-du-lich.html>
- Promoting eco-tour, CBT tours on the websites of Hoi An E-tours, Hue Tourist (Central Coast CBT), Hoi An Green Travel
- Brochure of traditional brocade weaving team of Co Tu people – Za Ra, in Ta Bhing commune, Nam Giang district, Quang Nam province, supported by FIDR.

Social networks such as Facebook, Instagram and Twitter are great promotion tools. These networks showcase potential eco-tourism sites to tourists by sharing pictures and stories. There are some YouTube videos which have been shared by tourism lovers such as “Looking for the Sao La” (*Pseudoryx nghetinhensis*)²⁵ and “Nui Thanh, Quang Nam,” which randomly promote destinations. Current promotion of the potential destinations and tourism products are very limited. Here is what the Consultant Team found:

- There is no research on the overall potential tourist market and target market for each tourist attraction (nationality, occupation, expenditure and average stay), from which to find the best and most effective advertising methods for each market (website, brochure, film, tourism fair, event);
- There is poor exploitation of e-marketing through information technology and social networks;
- Limited cooperation in promotion with tourism centers of the country, and neighboring tourist cities;
- At potential ecotourism sites, there are not enough signs, introductions or interpretations; and
- Ineffective exploitation of social networks such as Facebook, Instagram, and Twitter.

3.6 ECOTOURISM STAKEHOLDER AND MANAGEMENT COOPERATION

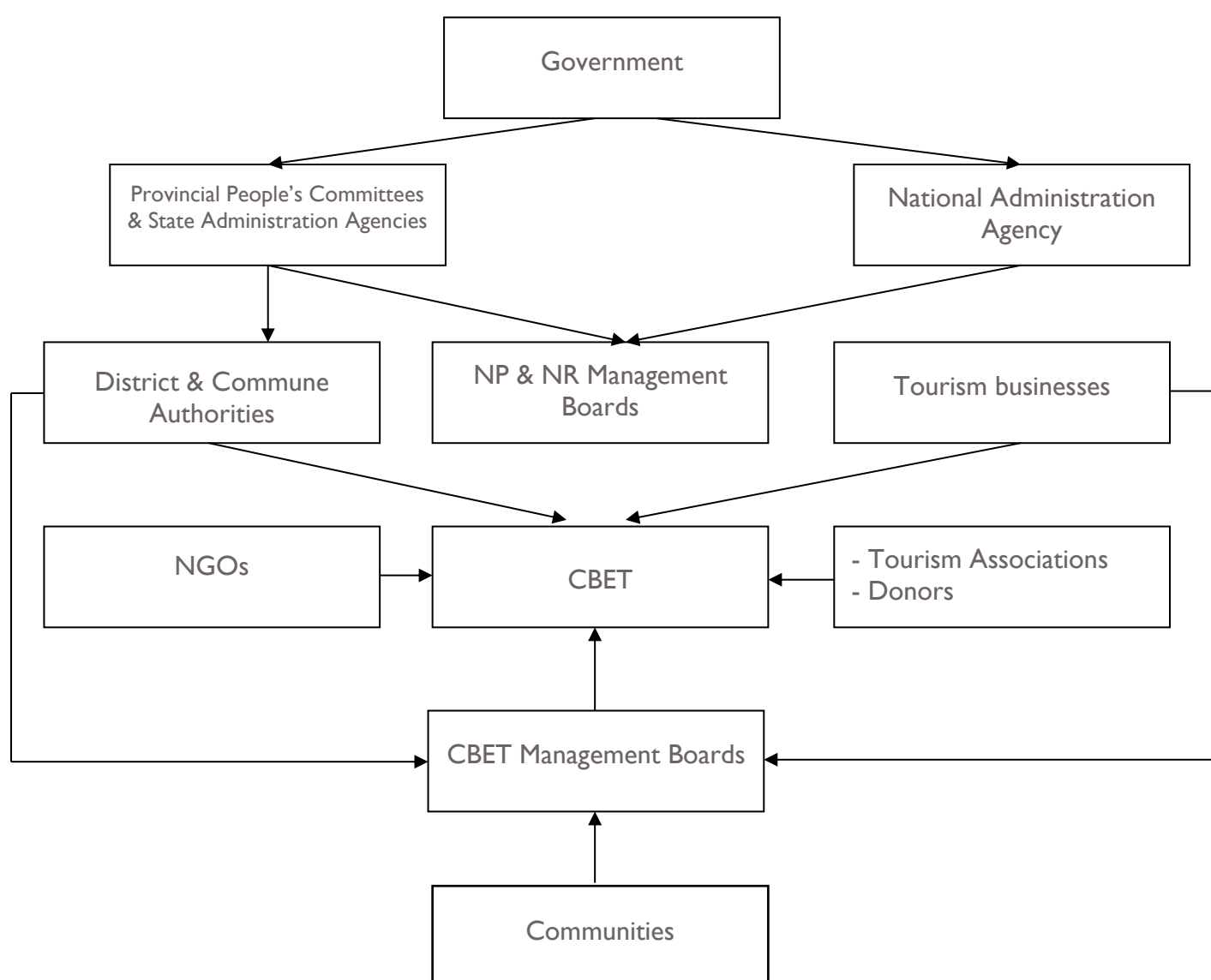
- The Government promulgate policies and regulations on ecotourism development and investment preferences and facilitate related parties to involve in investment in the development of eco-tourism.
- Local authorities promote the development of ecotourism and formulate policies to prioritize the allocation of investment resources to support the community in developing ecotourism in the locality; Facilitate the legal and institutional environment to develop a stable and sustainable ecotourism in the area.
- DCST/DOT directly coordinates the development of the sector, links, cooperates and coordinates with related departments to create favorable conditions, deal with difficulties and support the promotion of ecotourism in the region.

²⁵ Video “Đi tìm Sao La”: http://www.youtube.com/playlist?list=PLbqTVkLyovqU-lmD0RxxV0YZI2q5_suaq

- Tourism associations, enterprises and investors cooperate in construction of technical infrastructure and support the community in formulating market-product strategies; to directly exploit and ensure sustainable and diversified ecotourism development in the region.
- NGOs and training institutions coordinate in providing technical assistance, experts, finance, and capacity building programs to improve the capacity of the community, disseminate sector standards in the development process to ensure that it is suitable for national and international demand.

CBET is managed by ecotourism-related stakeholders which include different governmental agencies and local authorities, DCST/DOT, tourism associations, enterprises and investors, development partners and training institutions, local households and communities. Since tourism is a complex activity, which requires coordination and cooperation among a variety of stakeholders, Exhibit 6 shows a Management Model of CBET development proposed by the Consultant Team.

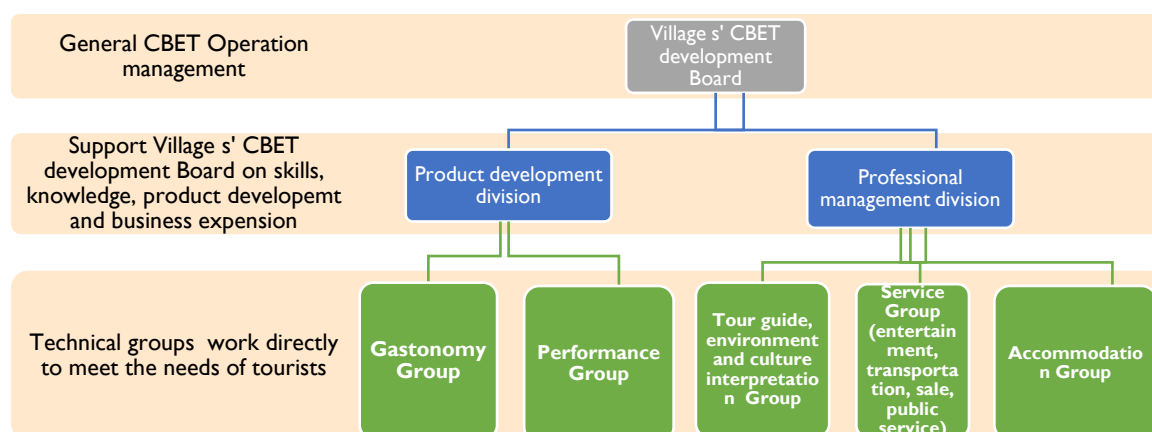
Exhibit 6 Management model of CBET development cooperation of the stakeholders



Management Board of development of community-based ecotourism directly operates, monitors and implements the development of community-based ecotourism in the region; ensures all stakeholders benefit equally.

The CBET Management Board delivers a range of complex activities. A model of CBET Development Management Board proposed by the Consultant Team is developed her to show coordination and cooperation among a variety of working groups (Exhibit 7).

Exhibit 7 Model of CBET Development Management Board



3.7 ECOTOURISM INFRASTRUCTURE AND FACILITIES

In recent years, Quang Nam (QN) and Thua Thien Hue (TTH) fostered the rapid development of tourism infrastructure and facilities investment. The accessibility to NRs and NPs ecotourism sites in both provinces has significantly improved.

The National highway 1A and road 14 (the same part of Ho Chi Minh Road) which are the primary means of land transportation, offer access to tourist destinations. Particularly, the sections through Phong Dien, Huong Tra, Hue, Huong Thuy, Phu Loc, Lang Co have been upgraded to a four-lane road.

The East-West national highways (Highway No. 9 in QN and highway No. 49 in TTH) connect the mountainous and coastal areas and routes. Going parallel with the roads, running through QN and TTH, which also met the needs of tourism transportation, is the North-South railway.

Chu Lai Airport Phu Bai International Airport play an important role to QN and TTH and the North Central Region in terms of economic, social, cultural and national defense.

The waterway is also an option for tourist transportation and this includes cruise ships.

Regarding commune tourism facilities, the following ecotourism facilities were noted by the Consultant Team:

- Phu Ninh NR, Hung Cuong Tourism Investment Joint Stock Company has been investing in accommodation, conference, fishing, a swimming pool, surfing, water motorbikes, mineral baths and camping; on an area of 59.77 hectares
- At Sao La TTH Nature Reserve, the commune has set up a Cultural Preservation Center headed by a Commune Vice Chairman and will be undergoing an infrastructure development plan for the coming year (6 community houses for 6 communes)
- Hong Kim commune, Viet Tien village, A Luoi district, the People's Committee supported the community to build fences, bamboo gates and three homestays with blankets, pillows and

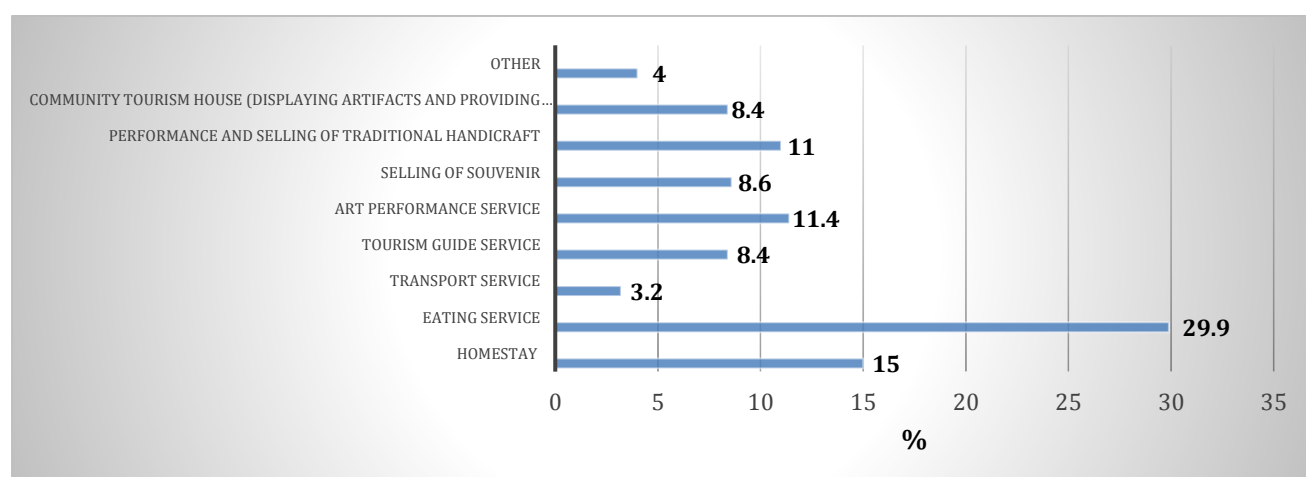
cushions. Viet Tien CBT management board has built signboards and a parking lot. Additionally, 10 tents and 2 public toilets were built by 10 community groups.

- In Bach Ma NP, at the National Park gate, a tourist center is located at the foot of the mountain, offering services for entry tickets, transportation, accommodation, meals, and tour guides. The reception hall area is about 250m² containing an exhibition which gives an overview of the national park and nature reserve. There is also an audiovisual area for visitors to enjoy photos and videos of Bach Ma National Park and a group discussion room.

3.8 ECOTOURISM PRODUCTS

Currently, eco-tourism products in both Quang Nam and Thua Thien Hue are organized unprofessionally, and not in line with the CBET approach. They are mostly eco-agriculture tours, CBT or nature sightseeing tours. Overall, there are separate services. Exhibit 8 shows various types of tourism services relating to specific tourism products/services, including accommodation, sightseeing, eating/food services, transportation and souvenir which boost business opportunities.

Exhibit 8 Types of tourism services in eco-sites



Source: Survey data by the research group

There are some popular eco-tours (nature sightseeing and eco-agriculture tours) such as:

- Sightseeing in Bach Ma National Park (Thua Thien Hue), environmental interpretations in tourist center, natural exploring trails;
- An eco-tourism route at A Don waterfall of Ha Long village, Phong My commune and A No waterfall of Viet Tien village in Hong Kim commune, A Luoi district (Thua Thien Hue);
- Par Le Ecotourism site, Hong Ha commune (A Luoi district, Thua Thien Hue);
- Truoi Lake and Truoi Fountain (Phu Lộc district, Thua Thien Hue), sightseeing, camping, nature exploring;
- A Chi village, A Roang (A Luoi district, Thua Thien Hue), experience daily life of Ta Oi people such as agriculture, knitting, weaving, natural hot springs, forest;
- Bho Hoong and Đhroong CBT village route (Quang Nam): homestay and Moong's house stay;
- Tra Que herbs village (Quang Nam), experience herbs planting, farming;
- Cham Islet eco-tourism (Quang Nam), snorkeling...
- Phu Ninh Lake eco-site (Quang Nam), bungalow, spa, biking, trekking, fishing, camping, trekking in the forest, horse riding, adventure tour, hot spring;
- Cam Thanh coconut forest eco-tour (Quang Nam), sightseeing the coconut eco-system on boats, fishing, making products from coconut leaves, rowing...

In summary, tourism product in the region should be studied and restructured in the CBET manner which could take the advantage of mountainous area besides restoring indigenous culture.

3.9 SERVICES

The eco-tourism products and services available in the region are limited. Most of them are spontaneous and family-owned. As a result, services are very limited in terms of quality and quantity. The services primarily meet the needs of backpackers. It is important to build services that can work well with local tourism facilities for further development. Investments in a range of professional services need to be made in order to meet the demand of tourists. The following should be taken in to consideration:

- Food & Beverages (F&B): local restaurant, local people house, coffee shop bar ;
- Souvenir shops;
- Relaxation & entertainment (massage and hot springs);
- Art performance and traditional activities;
- Public services including parking and money exchange;
- Tourist information and guiding;
- Camping sites;
- WCs;
- Drainage and sewage system and waste treatment;
- Safety and protection; and
- Nature and environment education center.

3.10 TOUR OPERATOR NETWORK

Tourism in the region is improperly organized. Most activities are spontaneous and inspired by backpackers. Consequently, travel companies rarely organize tours in the areas owing to high cost, low demand, lack of unique features, insufficient facilities and poor service.

3.11 CONNECTIONS BETWEEN PRIVATE SECTOR AND COMMUNITIES

Community-based ecotourism activities is mainly an activity led by the local people. However, the local community does not have financial resources to organize the activities themselves, so it's important the private sector invests in various tourism products to attract tourists. Building linkages between the private sector and local communities are vital for sustainable development, which differentiates these projects from others.

Linkages between the private sector and local communities have been established since the beginning of the surveys, as well as selection of potential CBET sites and model development. The Consultant Team arranged five meetings and discussions with travel companies in QN and TTH at two technical workshops in Tam Ky and Hue cities, and some other travel businesses of Da Nang, Hue and Hoi An during our consultants' inspection missions.

The supporting mechanism between private sector and communities is as follows: Private businesses manage their strategy of eco-tourism development, while the local communities, who are implementing partners, will be front line personnel to serve tourists. Tourism businesses must support training in the areas of service knowledge, skills and attitude, in order to ensure good service, quality and economic effectiveness. The local communities have to develop CBET models in their localities. Both parties should take into consideration their needs, capacity, commitment, participation and contribution at early stage, as well as through the whole development process. The support and benefit sharing mechanism between private sector and communities must be established to achieve sustainability.

3.12 SWOT ANALYSIS ON CBET DEVELOPMENT

Strengths	Weaknesses
<ul style="list-style-type: none"> - TTH and QN have rich natural and cultural resources with considerable biodiversity, including low forest and mountain ecosystems. - Some areas have benefited from previous ecotourism projects, or have started to develop ecotourism - nature based and people have begun considering tourism as livelihood. - Many ethnic communities, have great potential to attract tourists, given their culture, traditions, hospitality and friendly manners. - The NRs and NPs are attractive destinations for tour operators to undertake adventure tours and develop new tourism products. 	<ul style="list-style-type: none"> - Ecotourism and nature-based ecotourism activities have not been developed or just on a small scale without an organized and professional tourism management. - Limited infrastructure (electricity, roads, fresh water, communications,) and tourism technical facilities. - Shortcomings on human resources (in terms of quantity and quality) NRs and NPs staff are mostly forestry engineers, bachelors on biology and other natural sciences, they can be environmental interpreters, however, many of them have not been trained to be tour guides. - Resources management, especially in remote areas, is still aloof. - Most of the communities living in the forested areas in TTH and QN are ethnic minorities who depend on forests for livelihoods and often lack of awareness about environmental protection and biodiversity conservation. - Occurrences of deforestation, some in serious situations. - Shortage in really attractive tourism products, programs, and services to tourists. - Weak Coordination among businesses, government and local communities. - Weakness in promoting destination activities. - Difficulties encountered by some border areas due to issues of national security, creating barriers to receive international tourists. - Seasonality. The rainy season causes unsafe hazards in rivers, lakes, streams and waterfalls. - Most marketing in the region focuses on cultural and beach tourism. Marketing for ecotourism and nature-based tourism is not adequately promoted in the region. Most marketing focuses on cultural and beach products. Some efforts have been made to include eco and nature-based activities, but much more needs to be done.

Opportunities	Challenges
<ul style="list-style-type: none"> - TTH and QN identified tourism as a leading economic sector in the provinces' socio-economic development strategies. - Authorities and tourism management agencies provide support in CBET and sustainable tourism policy development. - Viet Nam tourism development strategy to 2020, vision to 2030 selected ecotourism as one of the primary and prioritized tourism products in Viet Nam. - Resources conservation and local community livelihoods improvement are of interest and encouragement by the central and local authorities. - The increasing number of those tourists who are interested in eco-tourism, worldwide. - National and international, socio-professional, businesses and potential investment organizations value the emerging tourist destinations linked with environmentally friendly activities. - CBT and sustainable ecotourism is in the interest of most countries in the world. - Vietnam is located in Pacific Asia where is predicted by UNWTO a fast tourism growing and an attractive destination to tourists. 	<ul style="list-style-type: none"> - Competition to attract ecotourism tourists by regional and international NPs and NRs. - Many ethnic groups' cultural heritages are under the threats of elimination with no transmission to the next generations.^{26,27} - Lack of clear coordination mechanism and responsibilities assignments among stakeholders, including the central and local state agencies, tourism management bodies in the NRs and NPs, NGOs, businesses, local communities and tourists. - No clear regulations, guiding the implementation of legal documents on the franchise of usage and investment rights, the utility of tourism income, investment and licensing of the businesses in the NRs and NPs, or the accompany role of tour guides and forest rangers; - Lack of national regulations on the utility of fees and charges for products and services in the NRs and NPs; - Limited financial resources and provincial budgets for CBET investment. - Introduction of external culture and transformation to local culture. - Young workers tend to choose jobs in urban areas. - Being under the competition of other CBT destinations (in Da Nang and Hoi An for instance). - Degradation of the natural environment in NPs and NRs. - Impacts of climate change, over-exploitation and deterioration of natural resources and biodiversity. - Poor coordination among tourism businesses. - Lack of interests in public-private partnership and investment. - Currently the market perceptions for ecotourism and nature-based tourism in the region is mainly about culture and marine tourism. Consequently, many visitors do not plan to participate in ecotourism and CBET activities when they plan to visit the region.

²⁶ Further reading: <http://vienphuongdong-ordi.vn/pho-co-lang-ban-co-nguon-von-vo-han-cho-phat-trien-du-lich-sinh-thai-nhan-van/>

²⁷<http://tapchimoitruong.vn/pages/article.aspx?item=Khu-b%E1%BA%A3o-t%E1%BB%93n-Sao-La---Ti%E1%BB%81m-n%C4%83ng-v%E1%BB%81-du-l%E1%BB%8Bch-sinh-th%C3%A1i-40674>

4. RELATED POLICIES AND INSTITUTIONS

4.1 POLICIES

GENERAL POLICIES

The sustainable tourism development policies in general and community-based ecotourism policies in particular originate from the country, destination or a region's priority of development and resources. In principle, policies to develop CBET must specifically cover the following key aspects:

1. CBET development should not degrade resources and should be developed in an environmentally sound manner;
2. CBET development should provide long-term benefits to resources, to the local community and industry;
3. CBET development should provide first-hand, participatory and enlightening experiences. It should involve education among all parties, including local communities, government, non-governmental organizations, industry and tourists (before, during and after the trip);
4. CBET development should encourage all-party recognition of the intrinsic values of resources, and involve acceptance of all resources on its own terms, and in recognition of its limits, which involves supply-oriented management;
5. CBET development should promote understanding and involve partnerships between stakeholders, which could include government, non-governmental organizations, industry, scientists and locals (both before and during operations);
6. CBET development should promote moral and ethical responsibilities and behavior towards the natural and cultural environment by all stakeholders.

POLICIES OF DEVELOPING CBET IN PROTECTED AREAS

One of the characteristics of ecotourism distinguished from other types of tourism in PAs is that CBET often takes place at pristine ecological areas with low impact on people, therefore these areas are normally nature reserves and national parks. Tourism activities operated in the core and/or buffer zones of these areas have been considered as a tool to preserve, support, enhance the awareness of local people and tourists about important values of these nature reserves; in terms of ecology, culture, spirit, excursion and economics. Tourism plays an important role in generating income for reinvesting in conservation, protection of biodiversity, ecosystem and cultural heritages. Tourism also contributes to raise the living standard of local people, and encourages them to keep traditional cultural values as well as biological assets in protected areas through their involvement in tourism business activities. Policies of developing CBET in PAs should follow these principles:

1. Establishing PAs and issuing legal documents to implement tasks of conservation, where applicable, applying international treaties and/or standards in preserving nature and habitats of the globally recognized nature reserves.
2. Planning and dividing land in PAs into different zones with different levels of protection. Analyzing carrying capacity and establishing acceptable changing points at protected areas with regard of ecology and biodiversity.
3. Depending on the size of project, the government regulates whether the project owner must carry out the environment impact assessment or not, prior to developing a tourism business project.

4. Encouraging the cooperation among governmental departments in implementing policies of protecting the environment and developing tourism in protected areas. Organizing dialogues between public and private sector to formulate the environmental protection policy. To a certain extent, the government allows the private sector to exploit natural resources to reinvest in conservation and to make sure that protected areas are developed sustainably.
5. Creating clear policies to enable local people to gain direct benefits from the development of community-based ecotourism.
6. Creating clear financial and legal procedures to facilitate the development of community-based ecotourism.
7. Having promotional campaigns to increase the marketing and promotion of community-based ecotourism in tourism market.
8. Supporting educational and training institutions or establishing a mechanism to provide tourism skill training courses for local people who are involved in the operation of community-based ecotourism.

NATIONAL AND PROVINCIAL POLICIES

In line with the above requirements of policy, outputs and trends of developing and establishing CBET policies of a large number of countries across the globe, Vietnam's tourism policy is not an exception. As such, Vietnam's CBET policies have been fundamentally formulated according to Resolution No 08-NQ/TW dated January 16, 2017 of Vietnam's Politburo and Tourism Law 2017 to support the growth of CBET in Vietnam as follows:

1. A legal system has been gradually completed regarding investment policy, tourism investment into important regions, remote regions and areas with a high potential of tourism products, as well as human resource development. In terms of immigration, the government continues to facilitate visa issuing procedures for international visitors coming to Vietnam (Resolution No 08-NQ/TW).
2. The government has policies to encourage the investment in developing environmentally friendly tourism products with high involvement of local communities; investment areas include marine tourism products, ecotourism, community-based ecotourism, cultural tourism and other products (Tourism Law 2017).
3. The government has prioritized developing tourism in remote and isolated areas and in areas with socio-economic difficulties where there is potential for tourism, to make use of the labor force, goods and services that can contribute to raising the community's intellect and reduce poverty and hunger (Tourism Law 2017).
4. Local communities have the right to participate in and enjoy lawful benefits from tourism activities; be responsible for preserving tourism resources, nurturing the local cultural identity; and maintaining security, safety, social order and environmental sanitation to generate the attractiveness of tourism (Tourism Law 2017).
5. Local communities have been provided with conditions to invest in tourism development, restoration and promotion of various traditional cultures, folklore arts, crafts, and production of local goods and services, to increase the wellbeing of local inhabitants (Tourism Law 2017).

Three province MoU agreements signed by Quang Nam – Da Nang and Thua Thien Hue on cooperation for tourism development was initiated by the EU-funded Environmentally and Socially Responsible Tourism Programme (EU-ESRT) which promotes a joint program of marketing and promotion of common tourism destinations in the Central Region of Viet Nam. Taking the guidance from the national promotional brand kit, the three provinces settled with an “open heart” with the following slogan, “The Essence of Vietnam,” with its orange, blue and green colors symbolizing the

region's core tourism product lines of culture, coast and nature to promote the strengths of the three provinces.

In Annex 4, a number of regulations and legal documents also promulgated by Prime Minister and various centrally, locally governmental departments in regulating human activities of planting, protecting, preserving and exploiting forestry products, as well as other forestry values in PAs and in NRs. These legal documents are guiding regulations based mainly on Vietnam Tourism Law 2005, Law on Forest Protection and Forest Development, Law on Environment Protection, Law on Biodiversity Preservation. As part of these regulations, eco-tourism has been mentioned in these different aspects which have allowed the management boards and ventures to develop CBET.

In tourism, the Vietnam government is currently implementing four important technical documents approved by the Prime Minister, Minister of Culture, Sports and Tourism which have shaped Vietnam tourism products and services for a decade, namely: (i) Vietnam tourism development strategy to 2020, a vision to 2030; (ii) Vietnam tourism development plan to 2020, a vision to 2030; (iii) Vietnam tourism development strategy of products and services to 2025, and vision to 2030; (iv) Vietnam tourism marketing strategy to 2020. From an environmental and marketing perspective, these documents have identified strategies of developing tourism products in 7 regions across Vietnam including the development of CBET and the ways in which Vietnam's CBET is approached by tourists. Together with these technical documents, most provinces throughout Vietnam have also constructed their own strategy of planning, developing and marketing tourism products and services with a small focus on ecotourism. Although ecotourism and CBET have spread to different regions from the North to the South of Vietnam, achievements are still limited in comparison to its potentials and demands of tourists. Pham Truong Hoang (2016)²⁸ mentioned that ecotourism has developed extensively based on resources and ideas of people living in rural and remote areas. The legal and technical documents, as well as the administration of the government in guiding its development trend are backwards, causing negative impacts on the sustainable tourism growth. It is likely that Vietnam is in need of an ecotourism development strategy for the whole country and each region. Provincial policies for CBET development are summarized below. Annex 4 provides relevant provisions of provincial decrees and decisions.

Quang Nam Province

QN's Socio-Economic Development Plan (SEDP) to 2020 with a vision of 2030, approved by the Prime Minister, states that the trade, service and tourism sectors will strive to achieve an average growth of 12.3% per annum in the period from 2016 to 2020, and about 11.4% per annum in the period from 2021 to 2025. Quang Nam's Tourism Development Plan to 2010 and vision to 2020 sets a goal for income from the tourism sector to reach 25-27% of the province's GDP by 2020.

Resolution No 08-NQ/TU dated December 27, 2016 of the Quang Nam's Communist Party on developing Quang Nam's tourism to 2020, with a vision to 2025 stated that developing ecotourism and CBET is a driving trend for Quang Nam's tourism products because of the outstanding advantages of the province's tourism resources."²⁹ In particular, the resolution states that:

- Tourism investment will be directed to western regions/districts of the province to connect its travel routes with Laos and the neighboring provinces in the Central Highland of Vietnam;

²⁸ Pham Truong Hoang. (2016). Developing ecotourism sustainably. Retrieved from <http://www.nhandan.com.vn/cuoituan/chuyen-de/item/24117402-huong-du-lich-sinh-thai-phat-trien-ben-vung.html>, on 03 September 2018.

²⁹ Source: Quang Nam DCST

- Development of ecotourism and CBT in western regions must preserve the intrinsic values of culture of local minorities, historic remains, and conserve typical values of nature reserves as well as protective forests.

Resolution No. 12/2017/NQ-HDND dated 19/4/2017 of the People's Council of Quang Nam on socio-economic development of the mountainous area of QN for the period 2017-2020, with a vision to 2025 aims to:

- Encourage the development of eco-tourism, culture tourism, history tourism, CBT, traditional village tourism...;
- Adopt mechanisms to support the preservation and promotion of traditional cultural values of ethnic minority people in tourism development;
- Form new tourist routes on the basis of linking existing tourism sites;
- Promote the development of Thu Bon river and hydroelectric reservoirs tourism;
- Form linkages to develop tourism in the East - West to improve the quality of tourism products.

Accordingly, Quang Nam province plans to develop a large range of tourism products, such as cultural tourism, beach tourism, ecotourism, village tourism and community-based tourism (CBT). The province plans to create favorable conditions for local people to directly participate in tourism businesses to gain benefits from tourism.³⁰

Thua Thien Hue Province

TTH has identified tourism as an important economic sector for socio-economic development based on its significant contribution to the province's GDP in recent years. The Thua Thien Hue Tourism Development Plan for the period of 2013 to 2030 states that tourism will become an important economic sector contributing capital to the province's earnings. The plan also selects a model of sustainable tourism for green growth, with a focus on destinations such as Bach Ma NP, Tam Giang-Cau Hai Lagoon, Phong Dien NR, and mountainous communities in the western regions of the province.³¹ TTH has recently boosted the development of traditional tourism and ecotourism products based on the biodiversity of forest, lagoon, lakes and marine areas in the province.³² According to the Tourism Development Plan (2013-2030), the province will formulate ecotourism products such as village-based tourism, tourism in lakes, lagoons and beaches.

Memorandum of Understanding (MOU) for Regional Tourism Development

In February 2014, Thua Thien Hue, Da Nang and Quang Nam signed a MOU for tourism development. TTH and QN aim to exploit advantages of their globally-recognized cultural heritage, including Hue Ancient Citadel, Hoi An Ancient Town and My Son Sanctuary.

4.2 POLICIES AND INSTITUTIONAL NEEDS

In line with the movement of the Vietnam tourism industry towards a market economy identified in Resolution No 08-NQ/TW dated on January 16, 2017 of Vietnam's Politburo, Vietnam Tourism Law 2017 and trends of developing policies of CBET in the world, some gaps in legal system and technical documents should be filled and updated with new policies and strategies as follows:

³⁰ Quang Nam PPC (2018). Decision No. 1117/QĐ-UBND dated 30 March 2018 by Quang Nam People's Committee on implementation of Resolution No. 103/NQ-CP dated 06 October 2017 by the Government.

³¹ Thua Thien Hue's Department of Tourism (n.d). Report on a study of the mechanism of paying environmental services of tourism businesses in Thua Thien Hue.

³² Thua Thien Hue People Committee. (2013). The Master Plan of Tourism Development of Thua Thien Hue in the period of 2013-2030.

1. Vietnam Ecotourism Development Strategy
2. A Revised Vietnam Tourism Development Strategy
3. A Revised Vietnam Tourism Development Plan
4. A Revised Vietnam Tourism Development Strategy of Products and Services

At the provincial and regional level, and depending on tourism potential and values, these above strategies are also needed to encourage tourism enterprises and local people to build green tourism as well as CBET products.

5. MARKET ANALYSIS

The Government of Vietnam (GVN) has developed a *Strategy and Master Plan for Vietnam Tourism Development to 2020, with a vision to 2030 (ITDR 2017)*. The contribution of Vietnam's tourism sector to total GDP is estimated at 7% and is growing. In 2017, Vietnam received about 12.9 million international tourist arrivals (an increase of 29% compared to 2016), and served more than 73 million domestic arrivals. Tourism receipts reached 510,000 billion Vietnamese Dong (VND).³³

5.1 TOURIST ARRIVALS

The source of tourists for new ecotourism destinations is large. As shown in Table I, domestic tourist arrivals in the period from 2013 to 2017 grew by an average annual rate of 9% in Quang Nam and 8% in Thua Thien Hue, due to the attraction of cultural and leisure tourism products.

The two provinces also attract a large number of international tourists compared to other areas in the region. In 2017, Thua Thien Hue welcomed more than 1.4 million international tourist arrivals and Quang Nam welcomed more than 2.4 million arrivals. The average annual growth rate of international arrivals was 12% and 11%, respectively.

In total, Quang Nam, Thua Thien Hue, and Da Nang, the major tourist distribution center for the central region, received more than 2.3 million international tourist arrivals and 4.5 million domestic tourist arrivals in 2017.

Exhibit 9 Tourist arrivals to TTH, QN and Da Nang

No.	Province	Index (arrivals)	2013	2014	2015	2016	2017	Average annual growth rate
1	Thua Thien Hue	Inter'	927,800	1,007,300	1,200,000	1,053,000	1,466,700	12%
		Domestic	1,672,000	1,899,500	2,100,000	2,205,200	2,313,300	8%
2	Da Nang	Inter'	743,200	955,700	1,150,000	1,660,000	2,355,000	33%
		Domestic	2,374,400	2,863,000	3,280,000	3,840,000	4,510,500	17%
3	Quang Nam	Inter'	1,634,900	1,769,000	1,850,000	2,140,000	2,445,300	11%
		Domestic	1,802,200	1,911,000	1,990,000	2,150,000	2,560,000	9%

Source: Report on the assessment of the implementation of the Strategy and Master plan for Vietnam tourism development to 2020, vision to 2030 - ITDR (2017)

³³ VNAT. (2017). The 2017 synthesis report and the main tasks in 2018.

5.2 ECOTOURISM ARRIVALS AND TOURISM RECEIPTS

According to a 2017 tourist survey in Quang Nam by the Vietnam National Administration of Tourism, 12% of international tourists and 3% of domestic tourists indicated that their favorite activity in the province was natural discovery in NRs and NPs.

According to a travel agency that participated in an in-depth interview with the Consultant Team, international ecotourism and CBT tourists in the region are mostly from Western Europe (Germany, France), the United States, and Australia, and most are single travelers or small groups. Domestic tourists primarily visit ecotourism sites in the East and coastal area.

Ecotourism opportunities in NRs and NPs in QN and TTH remain under-developed and there are comparatively few tourist visits. About 80% of tourists are day visitors, and 80% of them travel by motorbikes from the center.

Survey results by the Consultant Team indicate that most of the trips to NRs and NPs in QN and TTH are self-organized. As a result, data on ecotourism arrivals to the NRs and NPs of the two provinces are very limited. The available data indicate:

- Bach Ma National Park (Thua Thien Hue) had about 15,000 tourist arrivals in 2015, 3,000 of which were international tourists.³⁴
- Bho Hoong I CBT village, Sông Kon commune in Quang Nam had 865 tourist arrivals in 2017 and tourist receipts³⁵ of almost 267 million VND³⁶.
- Beginning in June 2013, Bho Hoong village served overnight tourists. An estimate for six months in 2015 indicated 539 overnight tourists. Overnight tourists are mostly foreigners, and they stay only one night. They come from Australia, Germany, Great Britain, France, the United States and South Korea. Domestic tourists usually select homestays and come from northern provinces or Thua Thien Hue.³⁷
- Đhroong CBT village, Ta Lu commune in Quang Nam had 562 tourist arrivals in 2017; tourism receipts reached about 202 million VND.³⁸

5.3 ECOTOURISM TRENDS

In the time of information and digital revolution, progress and improvement of socio-economic conditions, new tourism trends such as environmental protection and sustainable values preservation are changing travel modes and directly impact the market demand. In details these trends include:

- Tourists making responsible travel choices: To prioritize using reusable water bottles, environmentally friendly vehicles, organic cleaners and clean energy facilities.³⁹
- Climate Change Awareness: Increasingly aware of the global impact of climate change, travelers are expected to undertake mitigation or preventive actions.
- Use of social networks: Tourists consider using social network as part of their experience; searching information before the trip, communicating and sharing information and photos after the trip;⁴⁰
- Travel to experience and learn: Travelers are increasingly looking forward to a truly unique experience;

³⁴ Eco-tourism development plan in Bach Ma National Park, 2016

³⁵ Term used by the UN World Tourism Organization (UNWTO)

³⁶ Report on tourism development situation of Dong Giang province, 2017

³⁷ Report on Eco-tourism opportunities feasibility study at the three protected areas in the Central Annamite Landscape, WWF, 2014

³⁸ Report on tourism development situation of Đông Giang province, 2017

³⁹ <https://medium.com/cleantech-rising/ecotourism-how-to-travel-sustainably-5f10d84d18f9>

⁴⁰ Trends and issues for ecotourism & sustainable tourism, Kelly S.Bricker, 2013

- Nature-based, cultural and adventure tourism: These specific types of tourism are sought after by tourists as special, meaningful experiences to the trip alongside the time spent resting on the beach and/or resort;
- Breaking down barriers to travel: UNWTO has issued the message of the 2016 World Tourism Year. "Tourism for all," -] enabling everyone to travel, including those with disabilities and special needs;
- Voluntary tourism: A type of tourism that helps the tourists to participate more in contributing to the community and protecting the environment;
- Ensure a stress-free and relaxing ecotourism trip for tourists: Sites should not be in poor condition and unhygienic. Tourists need to feel comfortable and safe in order to have the best experience of the trip.

The trend of the tourist market in Vietnam in general and in the region in particular is also affected by the trend in the world. Nowadays, there is a new trend in the Vietnamese market of young people who love nature and have an adventurous desire to have new experiences. There are single travelers who love adventure, and they are great potential customers for ecotourism. In addition, the international tourist market (especially Europe and North America) are still potential customers to exploit. The Australian and New Zealand tourist markets are also significantly increasing in the region.

6. STRATEGY FRAMEWORK

6.1 PRINCIPLES OF CBET DEVELOPMENT

The activity of community-based ecotourism in Quang Nam and Thua Thien Hue region should meet the principles as follows:

- 1) Minimum impacts on natural resource
- 2) Attract the participation of the stakeholders including community, individual, ecotourism tourists, tour operators, authority agencies and NGOs
- 3) Respect the local traditions and cultural identities
- 4) Create sustainable and equal income for local communities and the stakeholders, including private tour operators
- 5) To create financial resources serving the preservation and development of tourist destinations
- 6) Educate and increase the awareness and knowledge of tourists, and strengthen the participation of tourists in the conservation efforts
- 7) Bring exciting experiences for visitors in nature and culture

The development of CBET in PAs is based on the following principles:

- Establishing protected areas and issuing legal documents to implement tasks of conservation. Where applicable, applying international treaties and/or standards in preserving nature and habitats of the globally recognized nature reserves.
- Planning and dividing land in protected areas into different zones with different levels of protection. Analyzing carrying capacity and establishing acceptable changing points at protected areas, regarding ecology and biodiversity
- Depending on the size of the project, the government regulates whether the project owner must carry out the environment impact assessment or not prior to developing a tourism business project.
- Encouraging the cooperation amongst governmental departments in implementing policies of protecting the environment and developing tourism in protected areas. Organizing dialogues between the public and private sector to form an environmental protection policy. To a certain degree, the government allows the private sector to exploit natural resources to reinvest in conservation and to make sure that protected areas are developed sustainably.

- Creating clear policies to enable local people to gain direct benefits from the development of community-based ecotourism.
- Creating a clear procedure of finance and legal platform to facilitate the development of community-based ecotourism.
- Having promotional campaigns to increase the market segment of community-based ecotourism.
- Supporting educational and training institutions or establishing a mechanism to provide tourism skill training courses for local people who are involved in the operation of community-based ecotourism.

6.2 STRATEGIC APPROACHES FOR ECOTOURISM DEVELOPMENT

SUSTAINABLE DEVELOPMENT APPROACH

Ecotourism development in Quang Nam and Thua Thien Hue should bring economic benefits but not destroy natural resources and the environment, especially the social structure and cultural traditions of the local community.

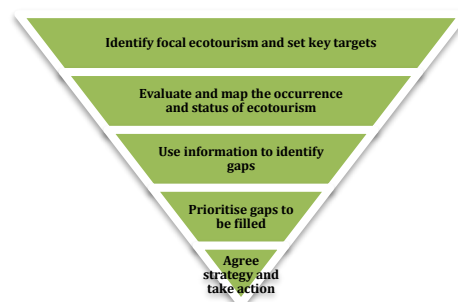
- **Economic aspects:** To attract local people's participation in natural resource-based tourism activities in national parks or reserves; and bring proper income for local people by minimizing the spontaneous exploitation of natural resources for livelihood purposes. The income-sharing mechanism from ecotourism should be clear in order to ensure the equity and spread benefits to the community. To bring income efficiently throughout the local community is a goal that should be addressed when developing ecotourism in Quang Nam and Thua Thien Hue.
- **Cultural and social aspects:** To develop tourism in order to contribute to preserving and promoting cultural values, lifestyles and traditions of local communities, ensuring social security in the localities in Quang Nam and Thua Thien Hue; to guide and encourage tourists to respect the identity, lifestyles and integrity of local cultures when touring the local area.
- **Environmental aspects:** To promote environmental protection, minimize impacts, avoid depletion of natural resources, protect and bring benefits to wildlife and the environment, preserve biodiversity in the national parks and sites of Quang Nam and Thua Thien Hue provinces.

COOPERATION AND FORMATION OF REGIONAL CBT PROMOTION APPROACH

The cooperation and formation of the regional CBT promotion approach is to provide technical and financial support in ecotourism development. Two recommended approaches are:

- Firstly, the linkage among tourism management agencies in two localities is to promote ecotourism in general and ecotourism in the NPs, NRs of the Centre Annamite region in particular. The first objective is to link key tourism and ecotourism sites, services and additional ecotourism products in the locality. The next objective is to mobilize all stakeholders to use resources effectively and develop ecotourism networks or implement collaborative programs. In addition, this linkage will not only help to share the economic benefits of ecotourism and improve the socio-economic conditions of the community, but also raise the awareness among stakeholders about the preservation of the environment itself and cultural heritage of the destination.
- Secondly, the establishment of a communication network to facilitate the sharing of ideas and information, as well as technical exchange and best practice in the development of ecotourism products in the two localities. The immediate priority of the two localities is to prepare a list of email addresses and postal addresses of individuals and organizations actively involved or deeply interested in ecotourism. Then, it needs to carry out the publication of regular newsletters as a means of sharing data and experience in ecotourism development

and establish a common ecotourism website to enhance network connection. A network/mechanism should be established to share experiences and improve professionalism in providing ecotourism services in two localities and other localities. Mobilization of the participation of private units and local people will be key to expanding the linkage network. In the future, this network will become a means of providing technical assistance to local projects.



6.3 GAP ANALYSIS

Based on the gap analysis (Exhibit 10), which is demonstrated as the necessity of developing and implementing CBET regional strategic programs to bridge the gaps, the Consultant team developed eight programs on ecotourism development in Quang Nam and Thua Thien Hue accordingly.

Exhibit 10 Gap analysis to develop the eight strategic programs

Gaps identified method	Shortcomings/ Gaps	Principles	Programs
<ul style="list-style-type: none"> - Agree strategy and take action - Prioritise gaps to be filled - Use information to identify gaps 	Unorganized nature-based tourism activities, discouraged policies on CBET sites in PAs as a number of procedures required that time and resource-consuming; The issues of national security and safety as border-gate tourist entries.	The sustainable tourism development policies in general and community-based ecotourism policies in particular are originated from the country, destination or a region's priority of development and resources	Program 1: Improvement of institutions and policies
Evaluate and map the occurrence and status of ecotourism	Occurrences of deforestation, some in serious situations.	CBET is a solution to conserve natural resources, improving local living standard and integrating communities in tourism business	Program 2: Supporting in conserving of natural resources and culture for tourism development in the context of climate change
	Shortcomings on human resources (in terms of quantity and quality); Resources management, especially in remote areas, is still aloof.	Local community is the key stakeholder and involved partner in CBET activities, while being strengthened in awareness and knowledge raising on bio-diversity, tourism skills and behavior.	Program 3: Develop human resources and community's capacities
	Limited infrastructure (electricity, roads, fresh water, communications,) and tourism technical facilities.	Infrastructure investment is a key factor to develop a sufficient platform for CBET development.	Program 4: Invest in infrastructure and technical facilities

Gaps identified method	Shortcomings/ Gaps	Principles	Programs
	Shortage in really attractive tourism products, programs, and services to tourists.	The potential of tourism products encourage tourists to come, which tailor each CBET site and shape the main ecotourism products	Program 5: Products development
Identify focal ecotourism and set key targets	Yet coordination among businesses, government and local communities not available.	The close and fruitful cooperation among stakeholders ensures successful CBET models and empowers them with more active involvements	Program 6: Association and Cooperation
	Weakness in promotion destination activities. Marketing for ecotourism and nature based tourism is not adequately promoted in the region.	To deliver CBET products to proper market segments need marketing and promotion activities, improving market's perception of CBET in the region.	Program 7: Marketing and Promotion
	Ecotourism and nature-based ecotourism activities have not been developed or just on a small scale without an organized and professional tourism management.	The pilot program would be a great demonstration for the strategy, showing case that a successful one can replicated in wider scales.	Program 8: Pilot and Replication the CBET models

7. PROPOSED PROGRAMS

Based on the above analysis, with the aim of successfully implementing the vision and objectives of the Regional Community-Based Ecotourism Strategy in Quang Nam and Thua Thien Hue, it is noted that the strategic programs should be developed to be a foundation for prioritized projects and specific development plans. The programs should solve the current weaknesses, support the sites to overcome challenges and take advantage of strengths and opportunities. By doing that, the CBET in QN and TTH would develop sustainably and comprehensively.

These strategic programs are structured with order of objectives, principles and activities. The eight strategic programs identified are as follows:

Program 1: Improvement of institutions and policies

The directions for CBET development have been already mentioned in the QN and TTN's tourism development policies. However, the implementation is still ineffective due to the lack of specialized policies and suitable institutions for CBET development. The policies and institutions should involve and encourage all stakeholders in tourism activities. The program would suggest macro and micro policies to be developed in order to improve the legal system and create effective institution for CBET in the region.

Program 2: Supporting the conservation of natural resources and culture for tourism development in the context of climate change

The natural resources in the region are in an endangered situation due to the illegal activities of local people to earn for living (especially in the Song Tranh NR, Sao La NR), that would reduce the

attractiveness for tourism and threaten the sustainability in the region. CBET would be a great solution for supporting the conservation of natural resources by improving local living standards and integrating communities in tourism businesses. This program would conduct several activities and enhance stakeholders' awareness around sponsorships to protect the environment and nature.

Program 3: Develop human resources and community capacities

Based on the HR analysis, the awareness of CBET and skills in tourism business are still limited in the region, especially in local communities. However, the communities' willingness to improve their knowledge is quite high, since they can see tourism as a great opportunity to improve their livelihoods. Therefore, the HR development program should focus on raising awareness and knowledge of biodiversity, tourism skills and encouraging them to become involved in tourism activities.

Program 4: Investment in infrastructure and technical facilities

The current infrastructure and facilities for tourism in NR/NP and buffer zones need to be severely improved in order to develop CBET in the region. The transportation and road systems are quite developed thanks to the development of "traditional" tourism. The investment program would identify the specific needs in infrastructure investments to assure a sufficient platform for CBET development.

Program 5: Products development

With the high potential and diversity of natural and cultural resources for CBET development of QN and TTH, many attractive tourism products can be developed at each site. Based on the market demand, and trends of ecotourism, potential tourism products can be selected and tailored for different CBET sites. The product development program should suggest support of products for each site (in NR/NP and corridor villages), as well as principles to guide their sustainable production.

Program 6: Association and Cooperation

It is important to have a close and impactful cooperation among stakeholders to develop CBET since this is a very typical tourism activity which requires the involvement of all stakeholders. The cooperation in CBET development in QN and TTH is still weak, especially the very low engagement of the private sector. Therefore, it is expected that this program will recommend solutions to empower the association and cooperation of all stakeholders.

Program 7: Marketing and Promotion

The poor marketing of ecotourism potential in QN and TTH has led to underrated perception of the CBET market in both provinces. Many great eco-tours or CBT activities lack attention, since all the promotion activities mainly focus on the traditional leisure and cultural tourism of QN and TTH. To overcome the challenge, the 7th program would recommend activities to improve the market perception of CBET in the region and effectively promote CBET sites.

Program 8: Piloting and Replication of CBET models

To sustainably implement the strategy, a CBET model should be developed and there should be pilot projects to apply the model. In that way, the local communities become aware of the strategy's effect and the local government can use this as a basis to develop more successful CBET projects in the future. The pilot program would be a great demonstration of the strategy.

Details on each program are outlined below.

PROGRAM I: IMPROVEMENT OF INSTITUTIONS AND POLICIES

Objective: Establish a system of institutions, policies of CBT and CBET development on the basis of working out solutions on mechanisms and policies which are defined in the Master plan for tourism development of Thua Thien Hue Province, 2013-2030, and in the Resolution No. 08/NQ-TU dated on December 27, 2016 by Quang Nam Provincial Party Committee on Quang Nam tourism development until 2020, orientation until 2025.

1) Macro policies:

Principles

Local government and local authorities develop incentive policies for CBET development in the area, including:

Activities

- + Investing in the construction and upgrading of tourism infrastructure, facilitating the accessibility of visitors with a focus on the roads and trails to the tourist sites. Enhancing the supply of clean water and electricity to residential areas especially homestay areas; the provision of telecommunication services to tourist destinations to support the timely and sufficient information; upgrading and improving the health care system, and medical services around CBET sites to ensure safety for tourists.
- + Investing in awareness training for all stakeholders in the CBET development, focusing on the following themes: natural resources and forests protection, tourism resources in the region, and the Code of conduct in tourism.
- + Carrying out planning on ecotourism development in the whole region and individual planning for each destination. Ensure the transparency and equality in the planning process.
- + Integrating the CBET development policies with other policies on forest protection and development, poverty reduction with the strategy of maximizing the effectiveness of tourism development to become the best CBET destination.

2) Micro policies:

Principles

The state management agencies in charge of tourism at all levels shall develop a mechanism for the management of CBET sites focusing on the following:

Activities

- + Establishing destination management boards, including: local authorities (village, commune), people (village elders and representatives of cooperatives) and enterprises at all levels.
- + Developing a reasonable benefit sharing mechanism between the three components: people (beneficiaries), authorities product development and maintenance agency, business - implementation and benefits partner.
- + harmonizing conservation and development, ensuring the balance between conservation and exploitation of natural resources, culture, environment and ecological values.
- + To foster the development of human resources for community eco-tourism
- + Carry out propaganda, promotion and advertising of ecotourism products in the community
- + To build a community ecotourism development fund at each site in order to encourage sustainable development. Ensure fairness in the distribution of benefits and responsibilities among stakeholders.

PROGRAM 2: SUPPORTING THE CONSERVATION OF NATURAL RESOURCES AND CULTURE FOR TOURISM DEVELOPMENT IN THE CONTEXT OF CLIMATE CHANGE

Objective: Conservation and protection of tourism resources (natural and cultural); mobilizing financial funds to support and contribute to the conservation of regional values.

Principles:

- Rehabilitation, protection and promotion of the intrinsic values of cultural and natural resources in the area;
- Ensure awareness and active participation of stakeholders, especially local communities.

Activities

Conservation and protection of tourism resources (natural and cultural)

- 1) Introduce and disseminate natural and cultural values in the region and the positive and negative impacts created by humans in the process of developing tourism in many forms and through many channels, including social networks, advertising publications, information centers, communal houses, and websites
- 2) Coordinate with management agencies and research and training institutions to introduce research in related fields in the region and participate in teaching in short-term training programs for stakeholders
- 3) Promote stakeholders to integrate natural resource and cultural conservation issues in the development process.
- 4) Encourage the community to preserve and promote the values of cultural life and identity through various activities such as: policies and measures to support traditional production households; raise the awareness about conservation and protection of tourism resources (natural and cultural)

Mobilizing financial funds to support and contribute to the conservation of regional values:

- 1) Seeking cooperation opportunities with international and Vietnamese organizations and individuals to support the conservation and encouragement of positive contributions (material and spiritual) in restoration, recognizing and protecting the natural and cultural values of the region.
- 2) Develop a preservation fund from tourism activities; develop the institution and criteria in preservation activities.

PROGRAM 3: DEVELOP HUMAN RESOURCES AND COMMUNITY CAPACITIES

Objective: Raise awareness of stakeholders on environment, biological diversity and tourism development; encourage community engagement in sustainable tourism service supply; affirm the role of communities in CBET development; and conduct local capacity assessment and training programs

Principles:

- Provide occupational standard trainings in CBET development for all relevant stakeholders (provincial administrators, local enterprises, PA management boards, communities);
- Ensure that community capacity improvement is carried out; and
- Ensure stakeholders share learning experiences and apply new knowledge in ecotourism activities in the area.

Activities:

Raise awareness of stakeholders about the region's natural resources, biological diversity and ecotourism potential; enable stakeholders to evaluate and participate in ecotourism opportunities; and encourage stakeholders to actively contribute in biodiversity conservation and environmental protection at ecotourism destinations in and around local PAs.

- 1) Develop and distribute leaflets, handouts, brochures or factsheets (illustrated with images) to local communities with simple contents, including current and potential ecotourism destinations, and displays in places where they are easy to see and easy to read.
- 2) Organize e-training activities in collaboration with colleges to raise community awareness and improve ecotourism skills of local people.
- 3) Integrate ecotourism with activities of other related programs and projects.
- 4) Train ecotourism leaders (including management units or communities) to help promote ecotourism;
- 5) Coordinate with NPs and NRs to organize exchanges and sharing with communities;
- 6) Coordinate with travel agents to organize community education volunteers for tourists.

Encourage community in sustainable ecotourism service supply: strengthen ecotourism knowledge and skills of communities and other local stakeholders in accordance with local capacity for development of the service chain at ecotourism destinations. This may include the following:

- 1) Local authority issues policies which encourage community to develop community-owned ecotourism enterprises (accommodations, restaurants, transportation, handicrafts, etc.);
- 2) Establish an ecotourism association to support tourism development by its members;
- 3) Cooperate with travel agents to attract tourists;
- 4) Encourage local people to assist with tourist activities through jobs and and/or community profit-sharing.

Affirm the role of the community in CBET development by encouraging community participation in ecotourism management activities:

- 1) Empower the community to incrementally organize tourism activities, with, supervision by local enterprises and government tourism administrators.
- 2) Organize training programs on management, marketing, product development, tourism planning, to improve the capacity of managers;
- 3) Organize activities for managers of professional associations to share learning experiences inside and outside of Vietnam;
- 4) Encourage investment support for equipment and management of CBET.

PROGRAM 4: INVEST IN INFRASTRUCTURE AND ECOTOURISM FACILITIES

Objective: Coordination among local authorities at all levels, including relevant ministries and agencies; tourism enterprises; and potential investors to research and identify priorities for investment in infrastructure and ecotourism facilities needed to develop CBET PAs in Quang Nam and Thua Thien Hue.

Principles:

1) Concentrate on roads, telecommunications infrastructure, information technology (IT), waste management, and energy sources needed to develop ecotourism in conformity with planning and environmental protection laws and regulations, tourism laws and related legal requirements.

Activities:

- 1) *Invest in construction and improved traffic management of roads to NRs and NPs:*
 - Identify terrains that may be dangerous during flood season and narrow roads that need to be expanded to improve access to tourist destinations.
 - Encourage businesses and individuals to invest scenic routes and agree on a balance between exploiting and preserving the value of biodiversity.
 - Consult and discuss with local authorities at all levels, including related ministries and agencies, and national and international environmental protection organizations on the needs and priorities for investment to conserve and sustainably develop scenic values of ecotourism destinations;
 - Plan and construct parking lots as needed, adding transportation services for bicycles, motorbikes, or electric scooter rentals at some tourist destinations.
 - Improving some inter-village and inter-village roads.
- 2) *Increase ecotourism facilities at selected PAs:*
 - Determine demand for and cost of telecommunication infrastructure and Internet and other IT equipment;

- Develop a cost-effectiveness analysis of proposed CBET destinations (focus on species protection, biodiversity conservation management and the potential effectiveness of CBET to support conservation);
- Encourage investment by enterprises and individuals in the development of ecotourism facilities;
- Consult and discuss investment needs and priorities, management plans, and funding with local authorities at all levels, including related ministries and agencies, and domestic and international environmental protection organizations;
- Develop suitable tourism accommodation facilities, such as guest houses, and assist local people to improve homes for homestays (e.g., toilets);
- Develop tourist stops and public toilets;
- Establish direction signboards and tourist information centers where appropriate; and
- Identify other useful equipment to enhance the experiences of tourists (e.g., cameras, video recorders).

3) *Upgrade energy and waste management infrastructure:*

- Identify important infrastructure needs and costs to provide electricity, clean water, and renewable energy sources (wind, solar, etc.) and to manage waste in PAs;
- Encourage local enterprises and individuals to invest in ecotourism infrastructure;
- Develop a management plan for energy sources and waste, including work content, schedule, budget, efficiency, and resources;
- Develop waste water and domestic wastewater treatment systems in guesthouses and restaurants around selected ecotourism destinations;
- Consult and discuss investment needs and priorities, management plans, and funding with local authorities at all levels, including related ministries and agencies, and domestic and international environmental protection organizations.

PROGRAM 5: PRODUCTS DEVELOPMENT

This strategic program outlines the key principles and activities that need to be implemented to develop the CBET products which suitable with the proposed sites in Quang Nam and Thua Thien Hue. It also indicates the CBET products which can be developed in 2 provinces basing on the status of potential tourism resource which were analyzed.

Objective: Develop the system of CBET product and complementary services to have the effective exploitation of the unique natural and cultural tourism resources of the destination, ensure the ecotourism development principal as well as meeting the demand of tourist and highly competitiveness in the market.

Principles: Because this is a special type of tourism, so the development of CBET products in the NRs and NPs in Quang Nam and Thua Thien Hue should be based on the following principles:

- Ecotourism products must ensure quality, originality and safety and security:
 - Pay attention to every detail of the tour to suit tourist needs and maximize resource's potential; ensure quality of activities and comfort for visitors;
 - Ensure that tourists experience the origin of tourism resources (natural and cultural), but must consider and respect them, avoiding negative impacts on local communities and the environment
 - Ensure that the ecotourism activity is safe for visitors and other participants in the tourism program, especially in the adventure tour program.

- Give priority to provide the natural and cultural information of the ecotourism site:
- The interpretation information of the natural values, biological diversity, local cultural of ecotourism product must be attractive, accurate and educational;
- Give priority to training to improve the quality of local tourist guides who have better knowledge on the destination.
- Design and manage sustainable ecotourism services:
 - Ensure the design of facilities (accommodation, restaurant, toilet, entertainment...) does not change the natural landscape or local cultural; using local and environment friendly materials should be priority;
 - Maximize the utilization of existing facilities in the destination such as the people's house, office building etc... to minimize the construction or demolition;
 - Minimize energy consumption and emissions by using environmentally friendly and energy-saving equipment.
- The nature of the ecotourism product must consider the totality of the destination:
 - The choice of development of tourism products and services must be consistent with the overall destination without changing the nature of ecotourism;
 - The tourism product to be developed must follows the “one community one product” that exploits the typicality of each village, to avoid the duplication, competition among destinations.
 - Select the means of transportation and equipment used in the ecotourism program suitable to the destination.
- Develop ecotourism products in combination with sustainable tourism activities:
 - Other tourism activities developed in the ecotourism program must ensure environmental sustainability but still meet the needs of tourists in terms of entertainment and facilities, such as climbing, water rafting, mineral hot spring etc...
 - Activities are exploited by local people with the guidance and technical safety guaranteed by experts and companies.
 - Based on market demand and competitive advantages

The CBET products which can be selected to develop:

The CBET products which can be exploited in the NRs and NPs and the buffer zone in Quang Nam and Thua Thien Hue are identified by evaluating the resource and market's demand. Depending on the nature of each destination to choose a complete construction, or incorporate some of the following activities:



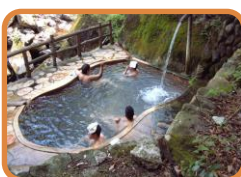
Eco-tourism products

Natural observation route, wild animals observing, florals and biodiversity research, through listening to interpreters/local guides, visiting exhibitions/museums/interpretation route;
Experience trekking, biking on forest trails, climbing, canoeing, rafting, camping in the forest;



Local cultural tourism products

Enjoying traditional music and dance performances, listening to old stories of the elders;
Participating in educational activities, experience local daily life: cooking class, weaving class, farming, planting, harvesting;



Other products

Recreation and leisure (massage, hot springs);
Local specialty products, souvenir, local crafts;
Volunteer activities: cleaning natural environment, taking care sick animals, teaching for children.

Besides, the following complementary services need to be invested to meet the demand of tourist:

- Accommodation: homestay, guesthouse and boutique hotels
- F&B: local restaurant, local people house, coffee shop bar...
- Souvenir shop
- Transportation
- Relax & entertainment: massage, hot spring...
- Public services: parking, financial...

Suggestions of the tourism products development in the chosen NR/NP areas are as follows:

Sites	Tourism products in NR/NP	Tourism products in buffer zones	Linking
Phong Dien Nature Reserve	<ul style="list-style-type: none"> - Research/education tourism in the bio-diversity, flora and fauna - Trekking, camping in the forest, biking 	<ul style="list-style-type: none"> - Agriculture tourism linking to explore the ecosystem in the Tam Giang lagoon - Mountainous resort; hot springs - Visiting the historical sites - CBT (Viet Tien village) 	<ul style="list-style-type: none"> - Tam Giang lagoon - Hue citadel - Hochiminh trails in A Luoi area
Bac Hai Van Landscape protection area	<ul style="list-style-type: none"> - Research tourism - Exploring, animals watching (five color lagur) - Trekking 	<ul style="list-style-type: none"> - Ocean sightseeing, stop-over - Visiting the historical sites (Hai Van Gate) - Visiting Son Cha islet 	<ul style="list-style-type: none"> - Lang Co beach - Bach Ma NP - Da Nang
Bach Ma National Park	<ul style="list-style-type: none"> - Nature trails; environmental interpretation center - Research/education tourism in the bio-diversity 	<ul style="list-style-type: none"> - Visiting Truoi Lake - Visiting Truc Lam Bach Ma monastery 	<ul style="list-style-type: none"> - Hue citadel - Lang Co beach - Bac Hai Van Landscape protection area

Sites	Tourism products in NR/NP	Tourism products in buffer zones	Linking
	- Mountainous resort		
Sao La NR (Thua Thien Hue)	- Research/education tourism in the bio-diversity, animals watching; explore the native flora - Adventure tourism, trekking, camping in the forest - Visiting waterfalls	- Mountainous resort; hot springs (A Roàng commune) - CBT - Participating in local festivals	- Da Nang city - Sao La NR (Quang Nam) - Laos border gate
Sao La NR (Quang Nam)	- Research/education tourism in the bio-diversity; animals watching (Sao La) - Visiting waterfalls	- CBT, exploring native culture of the Cơ Tu people (Ta Lang village, Bho Hoong village, Đrhoong village) - Mountainous resort; hot springs	- Da Nang - Than Tai hot spring - Sao La NR (TTH)
Elephant conservation area	- Sightseeing, exploring elephant living environment - Research tourism		- Song Thanh NR - Hoi An
Song Thanh NR	- Research/education tourism in the bio-diversity - Trekking, forest sightseeing	- CBT (Za Ra brocade weaving village), homestay, experiencing local life - Weaving class, cooking class - Gastronomy tourism (local foods)	- Elephant conservation area - Da Nang - Hoi An
Phu Ninh Lake	- Mountainous resort; hot springs - Biking, CBT	- Entertainment, watersport activities - Agriculture tourism	- Tam Ky city - Tam Thanh beach

Activities:

- 1) Resource survey and market analysis: evaluate the ecotourism resources in destination in order to develop ecotourism product, analyze the market demand to ensure the products are preferred by tourist. The survey team include: ecotourism experts, enterprises which plan to invest into the destination, local community and the management board of NRs and NPs;
- 2) Develop ecotourism program, making development plan: develop ecotourism program which suitable with destination and tourist demand; develop the program which connect with other destinations in Hue and Hoi An, making development plan including activities to be implemented, time, resources needed (finance, human resources...);
- 3) Develop information system: local community and management board of NRs and NPs ask for the consultant from ecotourism expert to develop the CBET program contents in each activity and each destination nature (natural and cultural resources); develop destination tourism map with pictures;
- 4) Resource mobilization: Utilize resources from the state to businesses, NGOs and people to invest through investment calls, pilot projects;
- 5) Develop infrastructure, technical facilities; raising awareness and training: providing the skills required for the provision of tourist services by local communities and local authorities and destinations; raising awareness of the ecotourism community and management;
- 6) Evaluation of results, monitoring and supervision: to ensure that activities are carried out in accordance with the principles of ecotourism development; overcoming problems,

improving, developing new products: reviewing issues to timely adjust, improve, and innovate.

PROGRAM 6: ASSOCIATION AND COOPERATION

Objective:

- Creating lasting, sustainable power for the management board of the CBET which represents for the community, allows community to have an impact on key decision-makers on relevant issues throughout the process;
- Creating close but flexible linkages between local governments, national administration of tourism, and conservation with the development of CBET in the destinations;
- Creating cooperation in line with the long-term and sustainable commitment of businesses, NGOs in the business of CBET and conservation of natural and cultural resources.

Principles:

- Give the highest priority to the benefit of community and the conservation of natural and cultural resources.
- The association and cooperation must be closed and clearly defined, showing clearly roles and responsibilities of each stakeholders and must be flexible when implement.

Activities:

- 1) Develop the operational regulation of the management board of the CBET, establishing a benefit sharing mechanism and monitoring mechanism.
- 2) Organize annual meeting between the management board of the CBET and national tourism administrations to have an agreement on the development orientation; monthly/ quarterly meeting between members of the management board.
- 3) Organize investment promotion workshop to connect with enterprises, organize FAM trip, signing agreement about sending tourist to destinations, investment, cooperation, and exchange experts with other research institutions, enterprises and training centers relating to CBET.
- 4) Organize conference on conservation with Vietnamese and international scientists, experts and NGOs.

PROGRAM 7: MARKETING AND PROMOTION

Objective:

- Develop the regional CBET's brand on Vietnam tourism map as well as raising the awareness of tourist and local community about CBET;
- Do the marketing in regional ecotourism, concentrating on niche market, small groups, and pictures of destination should exclude the mass tourism activities, limit tourist;
- Using modern technology and communication methods on internet to meet direct tourist and have highly interactive;
- Providing accurate, educational and comprehensive information for potential businesses and visitors to understand the rules of CBET, limiting negative impacts from tourism;
- Effectively utilize the promotion channel through sharing experiences of visitors after the trip, thereby promoting the relatives and friends to visit and return to the destination. As such, tourists become ecotourism ambassadors through the maintenance of community links.

Principles:

- Integrate products with potential market segments;
- Determine the distribution channel;
- Applying information technology to promote and advertise products;

- A community or business should set up an onsite travel agency;
- Develop green brand through the proposal of a prestigious organization to issue green certificates for tourism products of the community.

Activities:

1) Identifying target market and undertaking market research

- Identifying target market from market research (current and potential markets) and choosing the target markets as followings:

International markets:

- From Europe (Germany and France), from Asia (Japan and South Korea), from Australia (Australia and New Zealand);
- Tourists with age from 25 – 40: love to discover the nature, ethnic people culture, natural research, charity; group from 2-4 people, travel along Vietnam; travel period from Dec - Jan; Jul - Aug;
- Tourists aged from 41 – 50: love to stay at fresh air destinations, visit natural sites, cultural experience, research nature, charity; travel with family from 2-4 people in summer vacation or holiday.

Domestic market:

- Inner-region: tourists aged from 21-30, couple travel or small group travel (4-6 people); love to discover the nature, mountain leisure travel, weekend or holiday travel.
- Outer-region: Hanoi and Ho Chi Minh City: tourists aged from 25-40, couple travel, family or small group travel; leisure travel in the central (Hue, Hoi An and Da Nang); travel to the mountain, beautiful nature with fresh air, quiet places; travel on summer vacation or holiday.
- Frequently carrying out researches on potential markets' demand;
- Gathering tourists' feedback on products and services assessments;

2) Destination Branding

- Building a brand of CBET in Quang Nam and Thua Thien Hue to raise awareness among tourists on with the image of Sao La (*Pseudoryx nghetinhensis*).
- Making brand for each CBET destination (clusters CBT villages/hamlets or NPs/ NRs).

3) Organizing FAM trips, Press trips, scientific workshops

- Organizing FAM trips, Press trips for tourism businesses and media agencies to attract investment, development and advertisement.
- Organizing scientific workshops on regional natural and cultural values conservation with the aim of attracting interests of national and international conservation organizations, while introducing the potentiality of the destination.

4) Develop a promotional information plan

- Building a tourism information center model.
- Building a system of instruction and direction signboards, information and regulation boards at tourist attractions.
- Setting up a destination website for its own, social networks to interact with tourists.
- Develop communication plans through media, regular publications, and social networks, promote links with businesses and apply science and technology in the promotion.

- Information management and control: including providing information to tourists and recording feedback from tourists, information to press agencies.

PROGRAM 8: PILOTING AND REPLICATION OF THE CBET MODELS

Objectives:

- To develop pilot CBET models in Quang Nam and Thua Thien Hue;
- To provide specific instructions and guidance for developing CBET models in the two provinces and scale up in the whole country in the future, based on practical lessons learned from the development and implementation of the pilot models.

Principles:

- Closely combining the purpose of conserving natural resources and biodiversity with livelihoods for local communities;
- Closely combining the purpose of creating livelihood for the local community with the construction of tourism products;
- Closely combining the development, implementation, management and quality assurance of tourism products with the sustainability of the CBET model;
- Pay attention and respect the research results on the natural, cultural, social and ethnic characteristics of each locality at the pilot models;
- Integrate and demonstrate the needs and development trends of the tourism market in the development of CBET models;
- Combine with tourism enterprises which have high capacity, high level of attention and high level of responsibility during the developing, operating and managing process of the CBET models;
- The models of ecotourism in a region must create diversification and richness of tourism products, avoid duplication, copy original content, create links and complement each other along the tour, avoid competing each other of which expresses the identity and characteristics of each model;
- All lessons learned from the practical construction, operation and management of the CBET should be thoroughly researched and analyzed. A model, whether successful or failed, also provides valuable practical lessons.

Activities:

- 1) Conduct a survey with travel agents in Hanoi, Ho Chi Minh City, Hue, Da Nang and Hoi An which concentrate on CBET, and organize tour to Central Annamites;
- 2) Conduct an assessment including a survey on tourism resources and the CBET capacity of the selected destinations in the region where travel agents are mentioned and pay attention
- 3) Develop the selection criteria to overall the surveyed tourism sites, on that basis, propose to select at least one tourism site in each province to develop the pilot CBET model; propose model;
- 4) Organize meetings about the cooperation agreement between travel agents and community under the supervision and support of the local authority;
- 5) Implementing investment into the construction, operation and management of the CBET model with the participation of at least on tour operator; Investing t into developing tourism products of the CBET model at selected tourist sites; develop and apply the standard of products and services of the CBET; develop and implement marketing plans with practical and appropriate activities; develop and apply a set of monitoring and evaluation criteria for the CBET model;
- 6) Summarize and evaluate the pilot models that has been implemented to receive the lessons and propose the necessary adjustments;
- 7) Develop a replication plan for CBET under the ETS.

8. PROPOSED PILOTS

The models of Ecotourism within the framework of this project are based on the principles defined in the Regional Community-Based Ecotourism Development Strategy for Quang Nam and TT-Hue period 2019-2023:

- Closely combining the purpose of conserving natural resources and biodiversity with livelihoods for local communities;
- Closely combining the purpose of creating livelihood for the local community with the design of tourism products;
- Closely linking the development, implementation, management and quality assurance of tourism products with the sustainability of the CBET model;
Paying attention to and respect the research results on the natural, cultural, social and ethnic characteristics of each ethnic group at the model points;
- Integrating and demonstrating the needs and development trends of the tourism market in the CBET model development;
- Incorporating high-level tourism businesses which have high levels of interest and accountability involved from the outset and during the development, operation and management of the CBET model;
- The models of ecotourism in a region must create diversification and richness of tourism products, avoid duplication, copy original content, create links and complement along the tour, not compete to each of which expresses the identity and characteristics of each model;
- All lessons learned from the practical construction, operation and management of the CBET should be thoroughly researched and analyzed. A model, whether successful or failed, also provides valuable practical lessons.
- The piloting of the CBET pilot project will be carried out in accordance with a set of working groups and in a sequence of steps that will be easily applied to subsequent projects.

Based on the results of field surveys, potential ecotourism development sites in the two provinces of TTH and QN were identified during the development of the Regional Community-Based Ecotourism Strategy and selection criteria proposed. The selected community-based ecotourism pilot models have been identified, including:

- Located in the buffer zone of at least one or two protected areas or national park within the required project area
- Located in the communes and districts are proposed by many provincial manager and other stakeholders
- Following the Nature Trail, which the EU has developed and proposed to the three provinces in the Middle of Vietnam, and is currently being operated by both freelance tourists and tour operators
- Conservation of cultural identity of ethnic groups is still worked properly.
- Local communities are friendly, dynamic and well-informed. There is little experience in community ecotourism.
- Local authorities are active, determined to work for the people and are committed to high support
- After being established a CBET model, the chosen one will have to meet the criteria set out in the "Quang Tri Ecotourism Development Strategy Nam and TTH period 2019 - 2023 (appendix 5)
- Ecotourism sites were selected for piloting CBET piloting in the two provinces of TT Hue and Quang Nam:

Destination of **Viet Tien village**, Hong Kim commune, A Luoi district, TTH

Destination for ecotourism in **Ta Lang village**, Bhalee commune, Tay Giang district, Quang Nam.

The CBET in the two destinations will implement the strategy:

- + Destination management
- + Product development
- + Building capacity of the local community
- + Start up business with tour operator

9. IMPLEMENTATION SOLUTIONS

- Taking into account that the national investment capital is a fundamental source, it's necessary to set up a public-private mechanism to manage and develop eco-tourism resources, calling for more capital from private enterprises and private banks, mobilizing small and medium tourism companies to strengthen local community involvement in the development and sale of ecotourism products in the community.
- To form the CBET fund from the source of socialization, to encourage the contribution from tourism income to activities of preserving cultural values, restoring ecological and cultural values and develop green tourism.
- To raise the awareness of local communities and other stakeholders about the environment, biology diversity and CBET development; encourage the community to participate in supplying ecotourism services; affirm the community's role in tourism development.
- Regarding the investment in infrastructure and technical facilities: Investment, construction and upgrading of roads to the NRs and national parks; strengthening the CSCs for the NRs and the NPs; Upgrade infrastructure for energy and waste management.
- Regarding the developing tourism products: Local natural and human ecological products and other auxiliary products and services. Conduct resource survey, market analysis; Establishment of ecotourism route / program, development planning; Building information systems; Mobilize resources; Construction of infrastructure, technical facilities; Evaluation of results, inspection and supervision.
- Regarding association and cooperation: the association between the NRs and the NPs with stakeholders involved in the development of ecotourism and the state management agencies in charge of tourism in order to agree on development orientations and investment promotion; Cooperate with research institutes, enterprises and training organizations related to CBET.
- Regarding tourism promotion: Carry out market research; develop destination branding; organizing the FAM trip, press trip, workshops; developing information plan
- Regarding pilot and replication of the CBET models: Based on surveys and interviews with a number of tour operators and the survey and assessment of tourism resources and the possibility of developing community eco-tourism of some points in the area, a set of criteria for the overall assessment of surveyed sites and framing. Organize links and meetings on cooperation agreements between tour operators and local communities with the participation, witness and support of local authorities; implementing investment in the construction, operation and management of the CBET model with the participation of at least 01 tour operator; develop a replication plan for CBET under the Eco-Tourism Strategy.

10. SUSTAINABILITY OF THE STRATEGY

10.1 RESPONSIBILITIES OF STAKEHOLDERS

a. Government and national administration agencies

Ecotourism development is one of the strategic orientations for tourism development in Vietnam. Tourism development policy has identified ecotourism as one of the types of tourism that the

government prioritizes to invest for development. Therefore, the Ministry of Culture, Sports and Tourism should coordinate with relevant ministries and agencies such as the Ministry of Agriculture and Rural Development, the Ministry of Natural Resources and Environment, the Ministry of Planning and Investment and the Ministry of Finance to consult the government to promulgate the policies and regulations on ecotourism development, especially the incentive policies for investment in ecotourism development, create conditions for communities and enterprises to invest in ecotourism development.

b. Provincial People's Committees & State Administration Agencies

- The local authorities of Quang Nam and Thua Thien Hue provinces should commit to promote ecotourism development and has the policies for prioritized allocation of investment resources to support the community in eco-tourism development. Moreover, they should address and exploit effective working relationships between the resource managers and tourism operators and managers. Establishing close cooperation between resource management agencies at national parks, nature reserves and tourism operators and businesses is a very important basis for development and implementation the Strategy. Therefore, Quang Nam and Thua Thien Hue need to formulate a mechanism for coordinating the development of eco-tourism in the region to solve the relationship and strengthen the coordination between the resource managers, the state management agency and tourism business to promote ecotourism development;
- Department of Natural Resources and Environment, Department of Agriculture and Rural Development; Provincial FPDs shall work closely with the DCST/DOT in implementing the plans for community-based ecotourism development, professional consultancy and facilitating the exploitation of natural resources for tourism development, organizing the inspection and supervision of activities of exploiting natural resources in service of tourist development.
- With a broad support for ecotourism development, there should be a strong support and coordination from local resource management agencies and local tourism authorities to promote the development of ecotourism. DCST/DOT, Department of Natural Resources and Environment and Department of Agriculture and Rural Development in Quang Nam and Thua Thien Hue provinces have important roles in ecotourism development at the key ecotourism sites
- In addition, the above mentioned departments should chair a technical assistance program for key ecotourism sites through the ecotourism development coordination mechanism chaired by a leader of the DCST/DOT. This program will be financed through current budget allocations from the above mentioned departments, with additional funding from the donor agencies. Representatives of the DCST/DOT will focus on domestic and international advertising, planning and product development, training and awareness raising on ecotourism. Representatives from the Department of Natural Resources and Environment, Department of Agriculture and Rural Development will focus on resource management, livelihoods programs, and extension of services, training, monitoring and management of impacts on natural resources and environment, biodiversity.
- Training centers in the region shall support training, teaching and improving skills for tourism services to the community and local administrators.
- Specialists (invited or volunteered), NGO representatives interested in developing ecotourism (volunteering) shall technical and financial support for the development of CBET.

c. Department of Culture, Sports and Tourism/ Department of Tourism acts as the main coordinating agency for ecotourism development. The main responsibility of the ecotourism coordinating agency is to coordinate with the related agencies in supervising the implementation of the Strategy as the following tasks:

- To develop an action plan for ecotourism development at the key ecotourism sites to submit to the PPC for approval;

- To promote the key ecotourism sites in cooperation with relevant agencies / organizations
- To provide consultancy and supporting for the development of the key ecotourism sites;
- To network with other tourism management agencies in the region such as Da Nang, Quang Tri, Quang Binh, and Quang Ngai... in common product development and marketing via the website network;
- To approve small ecotourism projects;
- To propose regulations, programs and proposing to PPC for supporting the development of ecotourism;
- To lobby for the promulgation of policies and regulations that encourage the development of ecotourism at the local level;
- To encourage the establishment of the Regional Ecotourism Development Fund; and
- To participate in the Vietnam Ecotourism Network (if applicable).

d. NP & NR Management Boards

- To coordinate with the national tourism administration agencies to develop plans and develop ecotourism in their respective NPs and NFRs;
- To support CBET potential villages in developing tourism in their concerned areas;
- Training of people and enterprises on regulations on the knowledge of protecting natural resources and environment, biodiversity;
- To develop authentic tourism products (exploring NPs and NRs resources) on the basis of conservation according to Viet Nam laws; and
- To monitor and inspect the development of eco-tourism, minimizing the negative impacts of tourism activities on natural resources.
- Develop concession contracts that permit the regulated operation of tourism activities in the PAs.

e. District & Commune Authorities

Which is responsible for directly give instructions on CBET sites' development:

- To support CBET villages' activities in safety, security, order and food hygiene for sustainable development;
- To participate in supporting the promotion and training of CBET sites;
- To have a full time in charge staff, solve problems arising;
- To develop regulations to protect the benefits of the community, investors and businesses;
- To be responsible for security and safety of tourists;
- To receive feedback from tourists;
- To call for investment from the state budget, non-governmental organizations; and
- To call for contributions to the CBET development Fund.

f. A community-based ecotourism development (CBET) management board shall be set up at each site, possibly in each village or village cluster, depending on the size and type of the product that can be linked. The management board consists of three main components: Local government (possibly Commune People's Committee or village head), Community representative (possibly village patriarch or co-operative) and Enterprise (enterprise invested in the destination).

- Organize tourism product development at the destination;
- Coordinate with the NR / NP Management Board to build and exploit ecotourism products in the NR / NP (forest lease, participant tour, tourism organization);
- Develop a fair benefits sharing mechanism for all stakeholders; assigning work, participants, organizing and managing tourist activities at the destination;
- Carry out training on skills and knowledge on eco-tourism; and
- Carry out promotional activities for the destination.

g. Local communities

- Ensure to meet the standards and criteria for tourism products; ensure hygiene, security and safety standards;
- Implement regulations and rules of behavior regarding tourists;
- Improve the skills to serve tourists, knowledge of biodiversity, skills to communicate indigenous culture;
- Contribute to the CBET development fund from business activities

h. Tourism businesses

- To deliver the communities consultation and guidance on developing tourism products, improving the tourism services and supporting quality;
- To organize services for tourists and introduce management regulations at CBET sites;
- To participate in professional and skills trainings for communities so as to gradually enhance the CBET site services quality;
- To take part in promoting CBET sites by including them in business publications and introduce them at tourism events. To raise and build up funds for tourism development, affirming their commitments to sending tourists to CBET sites, willing to share benefits which generated from tourism activities with the communities at CBET sites.

10.2 FINANCING

To effectively implement the Regional Community-Based Ecotourism Strategy in Quang Nam and Thua Thien Hue, a certain amount of funds from the state budget is needed, which is both mobilized from the central and local levels. In addition, it's necessary to maximize fundraising by gathering efforts of the agencies/ organizations that can deliver their support in developing ecotourism. In addition, the Regional Ecotourism Development Coordination Agency, under the Department of Tourism, should consider the establishment of an effective project implementation mechanism to attract funding from international organizations interested in nature conservation and ecotourism.

CBET DEVELOPMENT FUND

The purpose of setting up a CBET Development Fund is to ensure the economic sustainability of tourism, ensuring financially independent ability to perform tourism activities, and reasonable distribution of revenue to stakeholders.

Objectives of the CBET Development Fund:

- To support and improve the infrastructure and technical facilities at the CBET site;
- To support training on professional, skills, awareness raising for local communities;
- To perfect the ecotourism products system of the community;
- To promote tourism products;
- To provide support in conservation affairs

Fund financial resources:

The fund is established on the basis of revenues generated from:

- Tourism activities receipts of the communities (services, arts performance): 40%
- Funding sources (Government, NGOs, organizations / individual projects): 30%;
- Contribution of partners (travel businesses, accommodation and other services): 30%.

Fund management mechanism:

This is a social fund, so the management of the fund will be organized by the CBET management board. The management board will be in charge of creating a benefit sharing mechanism based on the

provisions of the law or agreement among the stakeholders involved in exploiting the local resources value to develop CBET, investing in infrastructure, and promoting protection values. Regulations and agreements among the parties must be clearly stated in terms of the roles and responsibilities of state agencies, PAs management boards, businesses, communities and other stakeholders to achieve. Therefore, the conservation and elimination of negative impacts on PAs by tourism activities are achieved.

10.3 MONITORING AND EVALUATION

Department of Culture-Sports and Tourism or Department of Tourism in collaboration with other relevant agencies is responsible for organizing the Monitorin and Evaluation (M&E) of the Strategy including the following key activities:

- Planning of M&E based on the Logic Framework of the Strategy (see Appendix 6)
- Develop the M&E Framework
- Select methods for data collection and analysis
- Develop tools for data collection and analysis
- Training on uses of the tools (if necessary)
- Collect and store data in the database
- Reporting as requested by laws

The DCST/ DOT is responsible for evaluating the efficiency of utility of the resources, the progress of the development programs, the relevance, effectiveness and sustainability of the Strategy.

Department of Natural Resources and Environment and the Department of Agriculture and Rural Development are responsible for technical support in assessing the impact of ecotourism for environmental protection, forest resources, and biodiversity.

Department of Labor, Invalids and Social Affairs is responsible for providing technical support in evaluating the impact of CBET on livelihoods, household incomes, socio-cultural life, and so on, especially among the communities in and around protected areas and NPs.

When requested, the DCST/DOT can coordinate with other agencies to carry out effective monitoring and evaluation.

APPENDICES

APPENDIX I: SUMMARY OF IN-DEPTH INTERVIEWS WITH TRAVEL AGENCIES IN QUANG NAM AND THUA THIEN HUE

Part I: Interview contents

1. *Have you participated in developing ecotourism and CBET in your region? How do you participate?*
 - All interviewed travel agencies have participated in developing ecotourism and CBET. They are mainly involved in the process by sending tourists in.
 - The majority of interviewed agencies have invested in the development of ecotourism and community tourism products. However, in Quang Nam province, tourism activities are still concentrated in Hoi An and Cu Lao Cham region; and in Hue, concentrated in Tam Giang lagoon and Hue.
2. *What advantages and disadvantages does your business encounter to invest in ecotourism and CBET in the region?*
 - Advantages: Not many, most of them are attractive factors in some tourist sites.
 - Disadvantages: Plenty. Tourist destinations are scattered and far away from one another; inconvenient transport infrastructure (despite large improvement in the past 3-5 years); local authorities have paid neither enough attention nor incentive and support policies, local communities have low awareness, limited finance.
3. *In your opinion, what is the key tourist markets of your locality, domestic or international?*
 - The tourist markets for ecotourism and CBET in the localities are Western European (French and German), American, Australian are among others who mostly travel in small groups.
 - Domestic (Vietnamese) tourists are not many. They mostly travel to ecotourism sites to the East and coastal areas.
4. *Do you support the development of ecotourism and CBET models in your locality? How do you support?*

Support with the following forms and levels:

 - Participating in consulting and commenting on the project
 - Participating in surveys, evaluation and destination selection process.
 - Supporting in models development
 - Participating in operating the models
 - Being able to partly invest in the product model if it's suitable to the business trend of the business.
5. *In your opinion, on which location should ecotourism and community tourism models be constructed in your locality?*
 - In Quang Nam: Opinions are neither focused nor clear
 - In TT-Hue: A Luoi region and along Ho Chi Minh highway
6. *In your opinion, are there any conflicts between ecotourism and community tourism development and the reservation of local cultural values and the protection of the environment?*
 - No conflicts.
 - Developing sustainable ecotourism and community tourism in the right direction shall help protecting the environment and preserving the cultural values.
7. *What is your expectation and wish towards the stakeholders if the ecotourism and CBET models are available?*

- Being able to participate at the initial steps and take part in consultation, destination selection and modelling.
- Local authorities should be involved and should adopt supporting policies for these models.

Part II: List of interviewees

1. Mr Vo Van Van– President of Quang Nam Tourism Association
2. Mr Le Hoang Ha – Hoi An E-tours
3. Mrs. Nguyen Thi Huong Em – Hoi An Green Travel
4. Mr Duong Van Hieu– Rose Travel Service
5. Mr Dinh Manh Thang – President of Thua Thien Hue Tourism Association
6. Mrs Duong Thi Cong Ly – Vietnam Tourism, Hue Branch
7. Mr Nguyen Xuan Ky - Vidotour, Hue Branch

APPENDIX 2: ANSWERS TO ECOTOURISM QUESTIONNAIRES

I. Potentials for ecotourism and CBET development of Quang Nam province

Quang Nam has the potential to develop diverse and rich ecotourism and community tourism. Some of the notable resources for ecotourism and community tourism are listed as follows:

- **Ecotourism resources related to sea and rivers:**

Beaches: Quang Nam enjoys the advantages of 125 kilometers long coastline, having many beautiful beaches that can meet tourists' and the community's need for bathing, relaxing, participating in sea sports, among other activities, namely, Ha My, An Bang, Cua Dai, Duy Hai, Binh Minh, Tinh Thuy, Ha Thanh and Bien Rang.

World biosphere reserve of Cu Lao Cham, Hoi An city: World biosphere reserve of Cu Lao Cham preserves many evidences of residents living over the course of history. This destination, which was recognized by UNESCO as an area of the World Biosphere Reserve on May 26, 2009, contains various archeological sites, many cultural and religious architectures, traditional culture lifestyles of fishermen with a rich and diverse flora and fauna.

Thanh Ha pottery village, Thanh Ha ward, Hoi An city: Thanh Ha pottery village is a destination where traditional craft villages are well preserved in terms of traditional village landscape such as banyan trees, river wharf, communal yard, religious relics, as well as skillful villagers, creating high value traditional products.

Kim Bong Carpentry Village, Cẩm Kim Commune, Hoi An City: The Kim Bong Carpentry Village is located on Cam Kim region. Built in the late 15th century, it is a place to preserve and develop the famous carpentry of Hoi An city. Most of the wooden architecture in Hoi An today is made by the skillful hands of talented artists from Kim Bồng. To date, many wooden sculptures of Kim Bồng village have been exported abroad.

Tra Que vegetables village, Cam Ha commune, Hoi An city: Tra Que vegetable village has been long-time famous for vegetables that are grown on fertile land and fertilized with weeds from the river, which offer a distinctive flavor. When visiting Tra Que vegetable village, tourists will enjoy being a farmer and experience the cuisine of Hoi An city.

An My village, Cam Chau ward, Hoi An city: An My is one the early founded village of Hoi An. Today, this village still preserves the features of a traditional Vietnamese village. Visiting An My, visitors experienced the daily life of farmers, which have been preserved since the past century.

Bay Mau coconut forest, Cam Thanh commune, Hoi An city: Bay Mau coconut forest, an area of 58ha of coconut, belongs to the mangrove biosphere reserve. It is located near Thu Bon river mouth. It was once the war's revolutionary base, and now, it is the core zone of Cham Islet World Biosphere Reserve. The local people's occupations are mainly traditional trades such as fishing, mats weaving, coconut leaves roofing, and tourism.

Triem Tay village, Dien Phuong commune, Dien Ban town: is located at the confluence of Thu Bon, Hoi An and Duy Xuyen River, where the wilderness of rural Quang Nam is still preserved, with greenery routes curving around the tree-shaded villages. The friendly Triem Tay people are friendly, hospitable and skillful with the traditional crafts of mats weaving, Quang noodle soup, among others.

Tam Thanh community art village, Tam Thanh commune, Tam Ky city: Tam Thanh community art village is a beautiful fishing village located between Tam Thanh beach and Trường Giang river. Especially, there are more than 100 pictures painted on basket boats depicting the daily life of the fishing village people, which are displayed on 3.7 kilometers (km) long distance through three villages of Tam Thanh commune. This unique painting basket boat road is the first and the longest coracle collection in Vietnam which has the participation of the community. Painted on various types of boats, they depict the life, the people, and the culture of Tam Thanh fishing village.

Tam Hai island, Tam Hai commune, Nui Thanh district: Tam Hai island commune is isolated from land; one side faces the sea and the three others adjacent to the river, thus, its population's livelihood mainly

depends on the sea. Ban Than landscape at the south of the commune is a rock complex about 2km long, 40 m high, with the color as dark as coal, hanging above the sea surface, and covering the cape of An Hoa. As visitors travel to Tam Hai, they can observe long white sand beaches spreading under the shades of coconut trees, and taste seafood specialties that are freshly bought from the sea.

- **Ecotourism resources in delta areas:**

My Sơn village, Duy Phú commune, Duy Xuyên district: My Sơn is a village with a scenic landscape. Visitors may visit My Sơn village hall, Bà (Lady) shrine, An Hoa pagoda, or enjoy bike riding around My Sơn relics, sailing boat in Thach Ban Lake, and enjoy unique local cuisine like My Sơn garden banana, Quang noodle soup, jackfruit salad, free-range chicken, etc.

Hung My vegetable village, Bình Triều commune, Thăng Bình district: Hung My organic vegetable village has 294 vegetable producing households with a total area of 65 ha. It is surrounded by a white sand area and is blessed with aquifers flowing all year round. Hung My vegetable village was recognized by the people's committee of Quang Nam as a traditional occupation village.

Phu Ninh lake, Phu Ninh district: Phu Ninh lake is the biggest irrigation system of Quang Nam province, with the capacity of nearly half of a billion m³ of water. The lake covers 3,433ha with 30 beautiful islands and peninsular. It has a diverse and rich flora and fauna system. Notably, Phu Ninh Lake has a source of mineral water for treatment. Phu Ninh has been classified as a National landscape site.

- **Ecotourism resources in mountainous area:**

Loc Yên ancient village, Tiên Canh commune, Tiên Phước district: Located in Loc Yên village, there remain more than 10 antique houses ranging from 100 – 150 years old. These houses were designed in Quang Nam vintage architecture. They were built in jackfruit wood, have two rooms, three leaved, and a yin-yang roof. The houses lean firmly against the mountain, and look out at the stone tiled alley leading to broad green rice fields. Loc Yên is characterized by an ecological space of midland village of Quang Nam.

Xe Dang village, Trà Linh commune, South Trà My district: At the foot of Trà Linh Mountain, it is home to an ethnic minority called Xe Dang. The climate here is cool all year round, with traditional houses and Ruou Can (traditional fermented rice wine). The people of Xe Dang are honest and hospitable.

Ngọc Linh Natural Reserve and K5 ginseng medical herb farm (Ngọc Linh ginseng), Trà Linh commune, South Trà My district: Ngọc Linh ginseng is an extremely rare medical herb, and is one of the endangered flora species in Vietnam (1994). For the past 10 years, K5 ginseng medical herb camp has been successful in protecting and developing Ngọc Linh ginseng into an economical plant. Since 2008, Ngọc Linh ginseng has been sold to the market. The kingdom of Ngọc Linh ginseng is located in primal forest area on Ngọc Linh range, on the height of 1,500m and higher. This place is suitable for researching and developing ecotourism.

Dai Bình village, Que Trung commune, Nong Sơn district: The village located along the Thu Bon River, has a distinctive Vietnamese village style, especially with gardens that grow various types of Southern fruits. Investments are being made to construct a notable cultural village.

Sông Thanh Nature Reserve, Nam Giang and Phước Sơn commune: With an area of 93,249 ha in the core zone and 108,398 ha in the buffer zone, the Thanh River Nature Reserve has a total of 831 species of higher plants, as recorded through surveys in 1997 and 1999 of WWF - Indochina and Forest Inventory and Planning Institute of Viet Nam.

Za Ra village, Ta Bình commune, Nam Giang district: Traditional villages with products made from Brocade of Co Tu ethnic people such as: pants, dresses, bags, purses, jewelry, etc. Visitors can watch a brocade weaving performance. Moreover, they can enjoy specialties of local cuisine, watch a gong performance and *tâng tung za zá* dance.

Bho Hoong village, Sông Kon commune, Đông Giang district: The culture village of Bho Hoong was open to public as a tourist destination in 2008. This village preserves many cultural features of Co Tu ethnic on Đông Giang Mountain with traditional iambic poems, songs, *tâng tung za za* dance and traditional

bamboo rattan. Moreover, the village also has a source of hot spring that is suitable for tourism development.

Đh Roong village, Ta Lu commune, Dong Giang district: this village has Guol house, a distinctive architecture of Co Tu culture. It preserves brocade weaving traditions, has year-round cool climate, and beautiful landscapes.

Po Mu (Fokienia hodginsii) heritage forest, Axan commune, Tay Giang district: Pơ Mu tree population is about 3000 to 1000 years old, located in Zi'liêng mountainous area. The area is 1500 meters above sea level, stretching over an area of 250 ha. The largest Pơ Mu tree is 3 meters in diagonal, 22 meters in height. In 2016, 725 Pơ Mu trees on Mount Zi'lieêng were recognized as Heritage forest by the Vietnam Association for Nature and Environment Protection.

In addition to resources mentioned above, Quang Nam province also offers other resources for ecotourism development such as water falls, springs, and reservoirs.

2. Level of interest and priorities for the development of ecotourism and CBET in Quang Nam

Ecotourism and community-based tourism development is one of Quang Nam's product orientations that are suitable for the province's resources. This was mentioned in Resolution 08-NQ/TU dated December 27, 2016 of Quang Nam provincial party's committee on tourism development in Quang Nam up to 2020, with orientation to 2025; The Decision 1117/QĐ-UBND dated March 30, 2018 of People's committee of Quang Nam on Action program to implement resolution 103/NQ-CP dated October 6, 2017 of the Government and resolution 08-NQ/TU dated December 27, 2016 of Quang Nam provincial party's committee on tourism development in Quang Nam up to 2020, with orientation to 2025. In addition, the Quang Nam DCST is advising on the project to promulgate a policy to support the development of community tourism in Quang Nam by 2025, which is expected to be issued by the end of 2018.

3. Ecotourism and CBET development projects in Quang Nam's protected areas

To date, Quang Nam has had one CBT development project in Sông Thanh Natural Reserve financed by FIDR. The location enjoyed the mentioned support are Tà Bhing commune, Nam Giang district. Thanks to the support of the project, Co Tu Nam Giang CBT destination was established with various services including cuisine, Gong performance, *tâng tung za zá* dance, brocade weaving performance, souvenirs, and local specialties. The tourist market is mainly international visitors. Total arrivals in 2017 reached 1,655, of which international arrivals are 195 while domestic figured 1,460. In 2017, tourism revenue reached 580.5 million VND.

4. Experience and success and failure stories in ecotourism, CBET development:

In order to successfully develop ecotourism and CBET, here are the steps need to be taken:

- Prepare a development plan for tourism products in the destination, including determine target market, ensure the stability of tourists' source, and promote the role of travel agencies in organizing tours.
- Increase the public's awareness of tourism. Community tourism should be implemented as soon as possible to help the community realize that they can manage and provide tourism products and services.
- Make sure that fair benefit sharing mechanisms, are applied among tourism community members (engaged or not engaged in tourism activities).
- Implement measures to protect the environment and natural and cultural resources.

5. The cooperation among concerned industries (tourism, natural resources, and agro-forestry sector, among others)

In recent years, Quang Nam province has identified tourism as a general economic sector, requiring the participation of all concerned sectors. The focus is on attracting investment and administrative

reform to create favorable conditions for travel agencies to implement investment procedures of the project. The development of traditional handicraft villages and villages associated with tourism is of great interest. The conservation of natural resources and the protection of the environment in tourism development are thoroughly implemented in the whole province. However, in the past time, the coordination between agencies, departments, and local authorities in the management and exploitation of tourism resources is lack of synchronism and efficiency.

In realization of Resolution 08-NQ/TU dated December 27, 2016 of Quang Nam provincial party's committee on Quang Nam's tourism development up to 2020, with the orientation to 2025, Decision 1117/QĐ-UBND dated March 30, 2018 of People's committee of Quang Nam on regulate the action program to implement Resolution 103/NQ-CP dated October 6, 2017 of the Government and Resolution 08-NQ/TU dated December 27, 2016 of Quang Nam provincial party's committee on Quang Nam's tourism development up to 2020, with the orientation to 2025; In the coming time, the local departments, localities and related agencies in the province will strengthen synchronous coordination in the implementation of tasks to achieve the objectives of the action plan, promoting tourism development in Quang Nam and making it a key economic sector.

APPENDIX 3: GENERAL INFORMATION ON NATURAL RESERVES AND NATIONAL PARKS IN QUANG NAM AND THUA THIEN HUE PROVINCES

PA Name	Vietnamese designation	IUCN Cat.	Forest status	Reported area (ha)
Thua Thien Hue province				
Bac Hai Van	Cultural and Historical Site (proposed)		Protection forest	14,248
Bach Ma (incl. Bach Ma extension)	National Park	II	Special Use Forest	37,487
Phong Dien	Nature Reserve	IV	Special Use Forest	41,508
Saola	Nature Reserve		Special Use Forest	15,519
Tam Giang – Cau Hai	Wetland Protected Area (proposed)		-	24,876
Quang Nam Province				
Cu Lao Cham Hoi An	Man and Biosphere area		-	37,146
Elephant Species and Habitat Conservation Area *	Nature Reserve		Special Use Forest	19,000 **
Ngoc Linh	Nature Reserve		Special Use Forest	18,430
Nui Thanh	Cultural and Historical Site ***	V		101
Phu Ninh	Nature Reserve (proposed)		Protection forest	23,000
Saola	Nature Reserve		Special Use Forest	15,401 ****
Song Thanh	Nature Reserve		Special Use Forest	75,274

Note: Information retrieved from WDPA December 2017 unless otherwise mentioned.

* Information obtained from Elephant SHCA Management Board, 2017.

** Approximate figure. Actual area is slightly less.

*** This area is reported in the World Database on Protected Areas as a Cultural and Historical Site, designated in 2014. According to Quang Nam FPD, this site is still proposed, not designated.

**** Information retrieved from the draft management plan for SNR Quang Nam, as facilitated by the CarBi project

APPENDIX 4: QUANG NAM AND THUA THIEN HUE TOURISM RELATED POLICIES

National Tourism Policies

TOURISM LAW 2017

- a) The government shall create mechanisms and adopt policies to mobilize every resource for increased investment in tourism development to ensure tourism is a national industry.
The State shall give a priority of capital for resources in the following fields: surveying, evaluating, protecting, innovating and developing values of tourism resources; planning tourism development; Promoting tourism, building national and local tourism brands; developing tourism infrastructures.
- b) The State shall have policies to stimulate and encourage the following activities: investing and developing infrastructures and high quality tourism services; conducting research to develop tourism products; training and developing tourism human resources; investing in developing environmentally friendly tourism products with high involvement of local communities; investing in marine tourism products, ecotourism, community-based ecotourism, cultural tourism and other products; applying modern sciences and technology in tourism management and development; developing tourism in remote and isolated areas and in areas with socio-economic difficulties where there are tourism potentials, to make use of the labor force, goods and services in the spot, contributing to raising the people's intellectual level and to hunger elimination and poverty reduction.

Resolution No 08-NQ/TW dated January 16, 2017 of Vietnam's Politburo sets the following policies to develop tourism becoming a leading economic sector by 2020:

- a) Renewing the level of awareness, minds of policy-makers and people to develop tourism. The State clearly recognizes tourism as a general economic sector having a high interrelation with other economic sectors and regions.
- b) Tourism sector will be restructured towards a professional, modern and sustainable development industry based on the principle of market economy and international integration.
- c) Legal system will be gradually completed regarding investment policy, tourism investment into important regions, remote regions and areas with high potentials of tourism products, as well as human resource development. In terms of immigration, the State continues to facilitate visa issuing procedures for international visitors coming to Vietnam.
- d) Investing in tourism infrastructure will be encouraged.
- e) The State will boost tourism promotional campaigns, creating favorable conditions for organizations and individuals to develop tourism.
- f) Developing human resources and enhancing capabilities as well as effectiveness of state management in tourism.

Principles and Policies on CBET In Protected Areas

Policy of developing the community-based ecotourism in protected areas is based on the following principles:

- Establishing protected areas and issuing legal documents to implement tasks of conservation. Where applicable, applying international treaties and/or standards in preserving nature and habitats of the globally recognized nature reserves.
- Planning and dividing land in protected areas into different zones with different levels of protection. Analyzing carrying capacity and establishing acceptable changing points at protected areas, with regard to ecology and biodiversity.
- Depending on the size of the project, the government regulates whether the project owner must carry out the environment impact assessment or not, prior to developing a tourism business project.

- Encouraging the cooperation among governmental departments in implementing policies of protecting environment and developing tourism at protected areas. Organizing dialogues between public and private sector to formulate the environmental protection policy. At a certain aspect, the government allows the private sector to exploit natural resources to reinvest in conservation and to make sure that protected areas are developed sustainably.
- Creating clear policies to enable local people to gain direct benefits from the development of community-based ecotourism.
- Creating a clear procedure of finance and legal platform to facilitate the development of community-based ecotourism.
- Having promotional campaigns to increase the market segment of community-based ecotourism in tourism market.
- Supporting educational and training institutions or establishing a mechanism to provide tourism skill training courses for local people who are involved in the operation of community-based ecotourism.

Specifically, directions of developing ecotourism at national parks and protected areas in Vietnam are regulated by the government under the following law and policies:

- Lands in special purpose forests is the forestry lands planned to preserve nature, national ecological standards, biological gene sources, forestry animals; these areas are also planned for purposes of researching, protecting historical relics, cultural values and landscapes as well as for protecting environment and tourism development (Section I, Article 3, Decree No 163/ND-CP of the Vietnamese Government);
- When a business rents a special purpose forest from the government, this forest is understood as a protective scenery area paid by that organization to have rights to do business in leisure and ecotourism (Article 24, Law on forest protection and forest development)
- When doing tourism business in special purpose forests regarding the leisure and ecotourism, organization and/or individual must follow the forest protection principles, law on tourism, law on cultural heritages, law on environment protection and other related laws (Article 40 and 53, Law on Forest Protection and Forest Development);

The government encourages the development of ecotourism models at villages, communities, residential areas, industrial zones, tourism regions to harmonize the living of people and nature (Section I, Article 31, Law on Environment Protection);

- National Parks are managed for the main purposes of conserving the forestry ecosystem, researching and developing ecotourism (Section I, Article 13, Regulations on forest protection issued as a part of Decision No 186/2006/QĐ-TTg of the Prime Minister);
- Developing forests consistently from management, protection, exploitation of resources to planting, restoring forests, exploiting forestry products and doing business in tourism, etc. Raising incomes from forestry values via clean development mechanism, water source protection, ecotourism, etc. Planning, categorizing and developing three types of forests (special purpose forest, protective forest, production forest); combining conservation, protection with developing ecotourism, leisure tourism and other types of environmental services (Section 3, Article 1, Decision No 18/2007/QĐ-TTg of the Prime Minister);
- The government encourages the development of forestry environmental services, doing ecotourism business in special purpose forests legally in order to create income so costs of forestry management will be reduced, income of forest wardens will be raised and national budget for forest management will be reduced (Section 3, Article 1, Decision 24/2012/QĐ-TTg of the Prime Minister);

- The government encourages all stakeholders to invest in the development of ecotourism in special purpose forests (Section 1, Article 10, Decision 24/2012/QĐ-TTg of the Prime Minister);

Policies of planning ecotourism at national parks and protected areas in Vietnam are regulated by the government under the following policies:

- Planning of the development of tourism at National Parks should follow the Law on Tourism;
- Article 9, Decree No 117/2010/ND-CP regulates principles of planning special purpose forests, accordingly planning of ecotourism should be a requirement within that planning.
- Planning of the development of special purpose forests: The management board of special purpose forests establishes the plan of special purpose forests (including the development of ecotourism) and submits authorized authorities for approval. The period of that plan is 10 years (Section 1, Article 2, Decision 24/2012/QĐ-TTg of the Prime Minister);
- The development of ecotourism in special purpose forests is implemented according to the approved plan and regulations of Enterprise Law, Law on Protection and Development of Forests and other regulations of the government (Section 2, Article 10, Decision 24/2012/QĐ-TTg of the Prime Minister).

Policies on administration and implementation

- The organization and arrangement of tourism within special purpose forests must be approved by the management board of that special purpose forest under a principle that the project does not violate purposes of conservation of the special purpose forests (Article 16, Decision 08/2001/QĐ-TTg of the Prime Minister);
- The organization and arrangement of tours to special purpose forests are undertaken by the management board of special purpose forests or in collaboration with administration units of culture and tourism (Article 16, Decision 08/2001/TTg of the Prime Minister);
- The owner of the forest is allowed to organize tours to forests or organizations, family household and individual who rent forest are also permitted to provide ecotourism business or leisure services to guests within their own rented forest (Article 55, Decree 23/2006/ND-CP of the government);
- The owner of the forest is allowed to organize ecotourism services for guests, to lend or to use their land usage right as well as economic values of biodiversity of the forest to collaborate with other organization(s) or individual(s) to do ecotourism business in special purpose forests. The organization and arrangement of ecotourism within special purpose forests must be approved by authorized authorities based on the proposed project.
- Activities of ecotourism in special purpose forests: These activities must be consistent with the plan of special purpose forests, and being approved by authorize authorities. These tourism activities are also implemented according to regulations of law on forest protection, laws on tourism, cultural heritages and regulations of special purpose forests (Article 23, Decree 117/2010/ND-CP). Details are as follows:
 - The management board of special purpose forests himself organizes ecotourism activities;
 - The management board of special purpose forests can lend a part of the forest or forestry land to an organization or an individual for a purpose of doing ecotourism and protecting, developing and conserving the nature according to approved plans;
 - The management board of special purpose forests can collaborate with organization or individual to arrange ecotourism activities for tourists (Section 3, Article 8, Circular 78/2011/TT-BNNPTNT);
 - The management board of special purpose forests itself organizes or in collaboration with organization/individual to provide accommodation services, ecotourism services and recreational activities under the contract provided that this cooperation does not violate the current laws.

- If the earning of tourism center or tourism division under the management board of special purpose forests from ecotourism business exceeds 3000 million Dong per year, that center or division is allowed to transform into a joint venture company in which the management board of special purpose forests own dominant shares, at least 51% of the total registered capital (Section 1, Article 11, Decision 24/2012/QD-TTg of the Prime Minister);
- The forest development joint venture company is responsible for all business activities of the management board of special purpose forests (including the collection of gate fees). The forest development joint venture company rent the forest and excursion places of the management board of the special purpose forest based on flooring price. This flooring price is determined once on every 5 years, the renting period is not over 50 years (Section 4, Article 11, Decision 24/2012/QD-TTg of the Prime Minister);
- Based on the approved plan of special purpose forest, the management board of special purpose forest allows organization, individual to rent special purpose forest (including land, water) for doing ecotourism business. The management board of special purpose forest is not allowed the organization/individual to rent the “gate fee collection” activity outside the rented area (Section 1, Article 12, Decision 24/2012/QD-TTg of the Prime Minister);

The price of renting the forestry environment is decided by authorized authorities or the price is finalized based on results of auction with the participation of at least two organizations or individuals. The starting renting price is agreed by both sides and being adjusted once every 5 years but not exceeding 2% of business income. The renting period does not exceed 50 years, after this period the renting party does not violate the contract, the management board of special purpose forest has the right to consider the continuation of the contract but not exceeding 20 years (Section 2, Article 12, Decision 24/2012/QD-TTg of the Prime Minister).

Policies of the participation of related parties

- The Ministry of Agriculture and Rural Development organizes and collaborates with other related ministries to issue regulations on the organization of tourism activities (ecotourism, culture, history, leisure, etc.) based on a principle of encouraging the development of tourism, preventing negative impacts of tourism on conserving nature and environment (Article 16, Decision 08/2001/QD-TTg of the Prime Minister);
- Provincial and/or city People Committee have the right to decide whether an organization is allowed to rent lands in a special purpose forest of an area being done ecotourism business or not (Section 5, Article 77, Law on Land)
- General rights of the forest owner: He/she is allowed to combine activities of researching, providing services of accommodation, ecotourism, excursion under the approved project (Section 5, Article 59, Law on Protection and Development of Forest);
- The management board of special purpose forest organizes or authorizes renting organizations, family households and individuals to provide tourism services, ecotourism to guests (Article 16, Decision 08/2001/QD-TTg);
- Developing ecotourism should pertain with the poverty alleviation, ensuring the stability of family households, individuals living legally in protected areas. Developing buffer zones of protected areas sustainably (Section 4, Article 5, Law on Biodiversity Preservation);
- Organizations, family households, individuals in Vietnam and overseas organizations, individuals are allowed by the government to rent forestry land for forestry purposes and purposes of ecotourism development under regulations of the Ministry of Agriculture and Rural Development (Section 3, Article 10, Decree No 163/ND-CP of the government);
- Local community is allowed to participate and gain benefit from ecotourism activities to raise the living standard as well as the level of awareness and responsibility of protecting the nature and biodiversity (Section 3, Article 14, Decision No 104/2007/QD-BNN).

Policies of investment, finance and usage of income from tourism

- Benefits gained from ecotourism services are used to re-invest in preserving biodiversity at national parks, protected areas. Percentage of this reinvestment on preservation is implemented according to current regulations of the government (Section 2, Article 14, Decision 104/2007/QĐ-BNN);
- Infrastructure for ecotourism and environmental services: The government shall priorities to invest in the infrastructure within the approved plan of special purpose forest where the management board of special purpose forests applies the pilot plan of transforming towards the market mechanism (Section 5, Article 6, Category and criteria of investing the development of special purpose forest, Decision No 24/2012/QĐ-TTg of the Prime Minister);
- Assets of the management board of the special purpose forest transferred to the joint venture company comprise guest house, rights to exploit the ecotourism, guest center, representative office (including lands outside the special purpose forest) and other assets. The price of these assets are identified based on regulations at Decree No 59/2011/ND-CP and other legal documents excluding land on the planned special purpose forest (Section 3, Article 11, Decision No 24/2012/QĐ-TTg of the Prime Minister);
- Doing business and investment within special purpose forests are given priority in enterprise income tax identification based on regulation at Article 8, Decree No 69/2008/ND-CP dated 30 May 2008 of the government on policy of encouraging the socialization of businesses in education, public health, culture, sports and environment (Section 1, Article 13, Decision No 24/2012/QĐ-TTg of the Prime Minister);
- Benefits are gained from the following sources: environmental services, environmental service fees (Decree No 99/2010/ND-CP), benefits of the joint venture, and income gained from the legal share of the management board of special purpose forest (Article 14, Decision No 24/2012/QĐ-TTg of the Prime Minister). The total incomes are used as follows:

1. Using 25% of the total income to replace the annual budget allocated by the government to manage forests (Articles 7, 8 Decision No 24/2012/QĐ-TTg).

2. The management board of special purpose forest has the right to use the leftover of 75% of total income for the following goals:

- a) To raise income for staff working at the management board of special purpose forest, these increased income for staff are not exceed 2.5 the basic salary of the government.
- b) To support activities of the development of community living at buffer zones of the special purpose forests.
- c) To reinvest in doing ecotourism business.
- d) To formulate funds according to regulations at Decree No 43/2006/ND-CP dated 25 April 2006 of the government on the autonomy, responsibility of implementing tasks, organizing the organization, staff and finance of the public organizations.

Policies on conserving natural resources and environment

- Natural resources must be surveyed to evaluate capacity, recovering ability, economic values to build the plan of usage and limits of exploitation, environmental tax, environmental protection fee, environmental recovery fund, compensation level of environmental damage and other methods to protect the environment (Article 28, Law on environment protection);
- Ecotourism activities should be controlled to avoid negative impacts on the development of ecology, natural life of species, landscape as well as the cultural nature of community living at national parks, protected areas (Section 1, Article 14, and Decision No 104/2007/QĐ-BNN).

APPENDIX 5: CRITERIA FOR SELECTION OF CBET SITES

Site:

Time:.....

Expert:

Criteria	Indicator	Value	Comment
Natural resources value (20)			
	Belong to NRs or NPs with ecological diversification	5	
	Typical natural resources	5	
	Natural landscapes (mountain, hills, rivers, streams...)	5	
	Needs of natural resources in the region	5	
Cultural resources value (10)			
	The extent of cultural features of ethnology in the region (local customs, costumes, belief, festival, village scenery, green fields, villagers 'activities...)	5	
	Cultural conservation level	5	
CBET infrastructure and tourist activity (20)			
	Accessibility (tour routes)	5	
	Facilities and amenities (public) for tourism and water supply system.	5	
	Service suppliers (Accommodation, F&B, entertainment...)	5	
	Sewage and garbage treatment system	5	
Capability of developing tourism products (15)			
	To be able to organize many activities related to nature, environment education and natural diversification.	5	
	To be able to connect with other attractions in the region and surrounding.	5	
	To encourage stakeholders (private/ public) invest more in eco-system and biodiversity conservation and protection	5	
Participation of local community and key stakeholders(20)			
	Communities involvement in policy making process	5	
	Communities take part in the project management and development.	5	
	Participation of the local tourism businesses and organizations in tourism services provision	5	
	Participation of social organization, local authority in other areas like marketing, products, promotions...	5	
Impacts of project (15)			
	Recognition of inner and outer tourism.	5	
	Ability to brand CBET in the region	5	
	Positive results of the project contribute to local socio-economic development	5	
Total		100	

Other assessment:

Selection: Yes ☐ No ☐

APPENDIX 6: CRITERIA AND PLAN OF MONITORING AND EVALUATION

Indicators for Monitoring & Evaluation

Criteria (value)	Indicator	Value	Comment
Criteria I (10)			
Impacts of tourism on local communities	Indicator 1		
	Indicator 2		
	...		
	Indicator (n)		
Sustainability (20)			
	Economic	5	
	Socio-culture	4	
	Environment	6	
	Replication (time, venue)	5	
.....			
Total		100	

The CBET development coordinator will develop a plan for assessing and monitoring the strategy and models of CBET on the following criteria:

Criteria (value)	Indicator	Value	Comment
The impacts of tourism on local communities	Percentage of locals believe that tourism increases:		
	- Community pride		
	- Communication skills		
	- Feeling owned		
	- Self-esteem		
	- Cohesion in the community		
	- Level of confidence		
	- Relationship to society outside the community		
	- General knowledge		
	- Professional skills		
	- Relationship to society outside the community		
The participation of local community in tourism	The percentage of local people who believe tourism has had a positive impact on their lives		
Quality of product and service	The percentage of goods and services provided by local people for tourism		
	Number of jobs and income for local people generated by tourism.		
	Percentage of tourists who are satisfied with the experience of the natural and cultural environment in the community.		

The extent of benefits obtained from the CBET development fund and from equality sharing of tourism development	CBET development fund is used by the community for the following purposes: <ul style="list-style-type: none"> - Community's common goals - Making instruction signage and direction signboards - Tourism promotion - Infrastructure development 		
	Number and type of development programs for local communities (education, training, health care, natural resources management and conservation...)		
Individual and career development	Percentage of local people feel happy with their hospitality jobs		
	Frequency of training programs and the participation rate by local people.		
Facilitation and support CBET businesses	Number of local people using resources from supportive programs for SMEs.		
	Number of local people involved in such tourism businesses as accommodation, F&B, tour guide, transportation, tour operation...		
Environmental management system and environmental protection initiatives	Training people on environmental issues		
	Percentage of local people using environmentally friendly technologies in: <ul style="list-style-type: none"> - Water saving equipment or technology - Energy saving - Recycle: glass, paper and plastic - Green shopping. 		

Monitoring & Evaluation Plan

1. Establishment monitoring and evaluation objectives <ul style="list-style-type: none"> - Identify specific, attainable objectives through the monitoring program and tourism development plan. - The list of objectives used for monitoring and evaluation is as follows: <ul style="list-style-type: none"> • The number of local people involved in decision-making process which is related to monitoring objectives. • Development of a community-based monitoring program that includes the following aspects: socio, culture, economy, eco-system, and community's physical factors. • Development of a monitoring program that is achievable for local peoples. • Monitoring the tourism impact on environment based on a number of pre-selected variables on a regular basis.
2. Determination of the area boundary to be monitored <ul style="list-style-type: none"> - After determining the monitoring program, the limitation of the monitoring area must be established. - This limitation includes the physical boundaries of the community, the eco-system, the biodiversity or special area that owns the ecosystem, the community's administrative boundaries, and other determinants to these boundaries.
3. Determination of the attributes of the local community <ul style="list-style-type: none"> - Once the boundaries are established, the next step is to identify the attributes or assess that the local community in charge of preservation or protection. - The list of these attributes may be long as the local community would propose number of items that in needs of preservation in terms of environment and culture aspects. - It is necessary to identify the characteristics of the community that tourists want to see in order to preserve or protect. - This list may include special festivals, religious ceremonies or authentic culture of local people that is valuable to visitors and the community.
4. Determination of possible impacts <ul style="list-style-type: none"> - In general, it can be divided into three types of tourism impacts: socio-cultural, economic and ecological, or physical impact. - Each community should decide what factor(s) is (are) considered to be (a) possible impacts. - The positive impacts of CBT are as follows: <ul style="list-style-type: none"> • Preservation of important natural areas • Preservation and protection of historic sites • Improvement of the environment quality • Improvement of infrastructure • Conservation of cultural heritages • Broadening job opportunities • Improvement of individuals and households' income • Improvement of the communities' life quality. - On the other hand, CBT also create some negative impacts. The action plan should list these factors for the purpose of monitoring and evaluation.
5. Prioritized selection of possible impacts <p>The criteria can be used to determine which impact(s) of tourism must be monitored firstly.</p>
6. Determination of possible indicators <ul style="list-style-type: none"> - The next step is to determine which indicators are the best to manage the impact factors - The selection indicators must be effective, reliable and useful to the decision makers.
7. Data collection <ul style="list-style-type: none"> - Once the indicators for impact evaluation have been identified, the next step is to define the data collection method. - Searching for existing data - Raise queries to experts on what methods to monitor indicators - The collection of data depends on the indicators, seasonality, and time of the year.

8. Evaluation of monitoring data

- Evaluation of the data can produce results on whether the CBET development objectives and purposes have been met. The evaluation can also find out the impacts of tourism activities on the resources of the tourism destination.
- Evaluation should be made in the context of the economic, social, natural and political environment of the community.

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